659

BROADCASTING

Broadcast Advertising

Vol. 14 • No. 1

WASHINGTON, D. C.
JANUARY 1, 1938

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR
JAN 4 1938
LIBRARY

Local Buy Makes Good!

Odd Are the Things Sold in This Mad Metropolis. More So, the Rapidity With Which a Certain Station Sells Them

OLD-FASHIONED SILK UNDIES @ $5.00

Though believed to have quietly expired with the sitz bath, old ladies smelling sweetly of lavender and certain males valiantly support them. Truly a product of limited appeal. *But a few seconds' mention on WOR* made 10 sales within two hours after the mention. While one crusty old gent, succumbing to a cautious whisper, walked off with 12 pairs . . . at $60.00.

INDIAN HEAD CLOTH @ 39¢ by the yard

A product which has consistently sold about as well as the Peruvian cockcrow. Not so well. Obviously popular among people who don't circulate, but MUST listen. If they didn't, *a 30-second mention on WOR* wouldn't bring 25 customers into one store yodeling for Indian Head cloth and an order for 15½ yds. Rather revolutionary for a staple.

POWDER AIR-SPUN FOR FACES @ $1.00

With the cosmetic situation as it is, selling a product such as this is about as simple as deciphering a diplomat's note au courier. *But a 30-second mention on WOR sold* twenty boxes of this powder at $1.00 in one store and heaven only knows how many boxes sold elsewhere, as a result of the mention.

SHOWER CURTAINS (Of All Things!) @ $7.50

People who splash have a tendency to buy things and splurge; $7.50 being no piker's price. One large department store had their help clock the people who came in to buy curtains as a result of one WOR mention. Ten mentioned the mention and walked out with curtains. *Not bad for a few seconds' selling!*

If WOR Can Sell These Odd Products This Fast, It Can Sell Any Good Ordinary Product Twice as Fast

WOR

XUM

Synonymous with Results

Throughout the Midwest

This Year and Every Year

WLS

THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, ***President*** **GLENN SNYDER,** ***Manager***

National Representatives: **John Blair and Company**

Good skiers wax the hickory for *SPEED!*

WINTER sports enthusiasts who ski swiftly down the hills and over white-blanketed plains know that the way to speed their flight is to minimize friction between wood and snow.

Your sales message can have a flight as swift and as far if you minimize the friction of distance between the widely-scattered market areas of New England.

The most effective way of expediting your selling campaign is provided by The Yankee Network, comprising fourteen popular local stations, each situated in one of New England's prosperous shopping centers. Linked in a network they give economical but complete coverage of the entire New England market, from the southern boundary of Connecticut to the farthest retail areas of the Pine Tree State.

14 STATIONS

WNAC	Boston	WLBZ	Bangor
WTIC	Hartford	WFEA	Manchester
WEAN	Providence	WSAR	Fall River
WTAG	Worcester	WNBH	New Bedford
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

L659.051
B721
629847

. . . it's in the Box !

The 175,000 radio homes in Northeastern Pennsylvania are in a "box" in as much as this area receives satisfactory service from only one station, WGBI.

Scranton, the home of WGBI, is Pennsylvania's third largest city and is centrally located in the 17th largest U. S. Metropolitan area.

If you want increased sales and wider distribution in Northeastern Pennsylvania, your MUST medium is WGBI.

Write for your copy of "Here's Proof" (Revised 1938 Edition). Complete facts and figures regarding Northeastern Pennsylvania.

1,000 WATTS L.S.
500 WATTS NIGHT

☆

880 KILOCYCLES

CBS

SCRANTON BROADCASTERS INC.

FRANK MEGARGEE
President

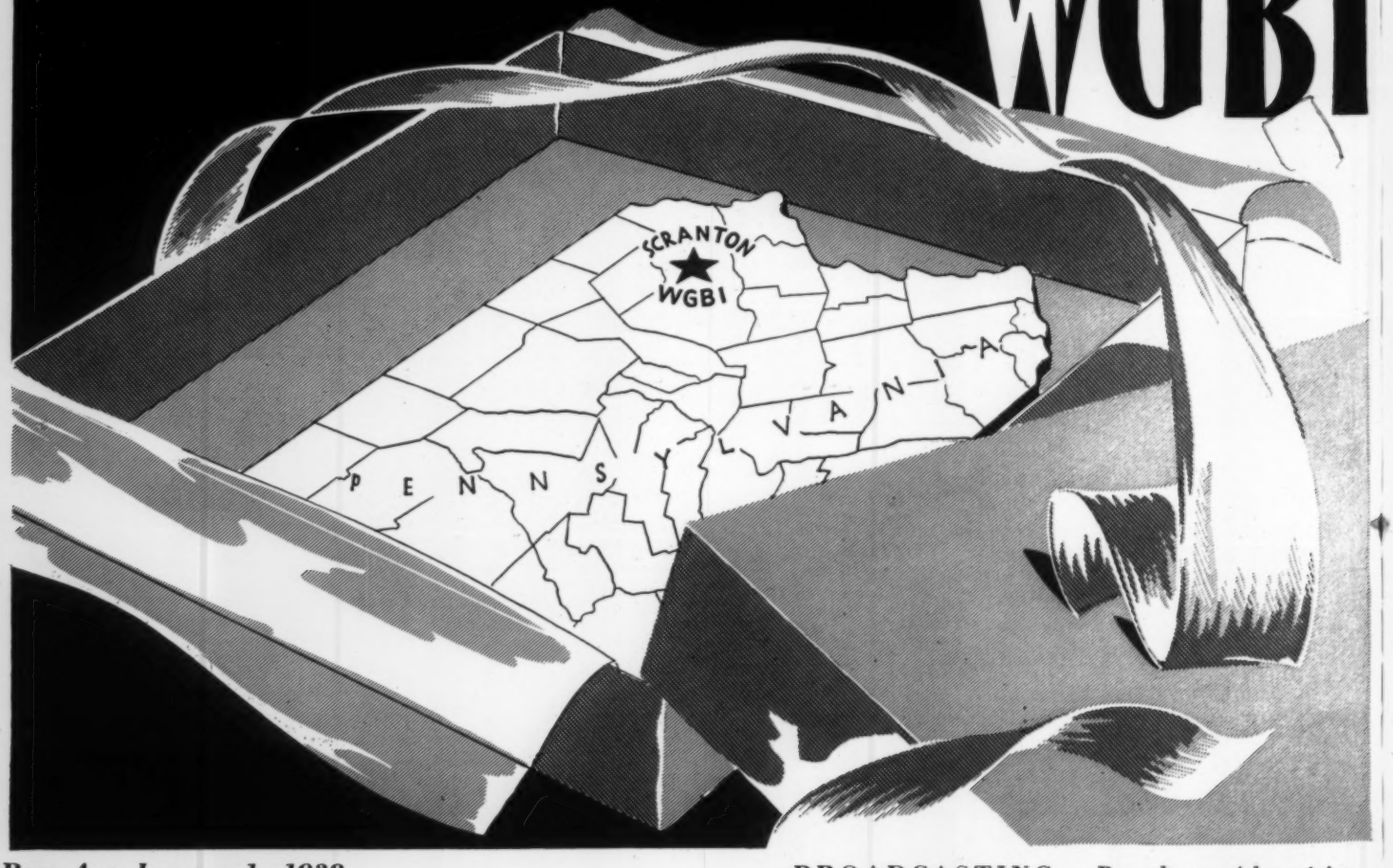
☆

National Representatives
JOHN BLAIR & CO.

★

Scranton Pennsylvania

WGBI



ANTON BRUEHL

The 3-time leader...*twice!*

And this CBS record

tells less than half the story!

For the second consecutive year, Columbia continues its leadership *in all three major phases* of network advertising:

Columbia, in 1937, carried the greatest dollar-volume of advertising of any network in the history of radio.*

Columbia, in 1937, was the choice of more of the country's leading advertisers than any other network.**

Columbia, in 1937, continued as the world's largest radio network.***

This record, of course, is not Columbia's alone. It was made by the most careful buyers of advertising in the world – who increased their average expenditure for Columbia Network facilities this year over last by 25.9%.

**And did so last year.*

***And has been for* four *consecutive years.*

****And has been for* five *consecutive years.*

In the detailed record of these CBS *advertisers is the answer to every basic question you can ask about radio advertising:* Does radio sell *slow* turn-over products? Does radio sell *quick* turn-over products? Is the *institutional* campaign effective on the air? Must it be a *'big'* radio program to be successful? The answers to these questions at Columbia are not theoretical or academic. They are written by the advertisers themselves; advertisers who, in a *single* medium, bring everything to the nation – from banking to beans; bread to abrasives; cigars, cigarettes, candy and cars!

But this tells *less* than half the story of the Columbia Broadcasting System in 1937. Throughout the year, some 22,475 different programs were broadcast to the nation over Columbia. More than half of these were programs *'by Columbia'*– produced by the network in the living and challenging fields of Public Affairs, Education, Serious Music, Religion, Special Events and Sports. These programs round out the schedule of the world's largest radio network, bringing the world's *voice,* as well as its goods, home to the nation every day of the year–wherever home may be.

A brief summary of CBS developments in 1937 is given on the next page.

From the 1937 CBS record

1300 sustaining broadcasts on National Affairs and News;
290 international broadcasts from, and to, 26 nations;
1250 sustaining and commercial broadcasts of serious music;
1450 educational broadcasts for adults and children.

21 NEW CBS STATIONS JOINED THE COLUMBIA NETWORK IN 1937. The present total is 108 CBS stations. Concurrently, the Network and its owned and affiliated stations undertook their most extensive programs of construction and improvement of facilities. During the year, *over half* of the CBS outlets increased their power or installed new high fidelity equipment, vertical antennas, and other improved facilities. The installation in many CBS stations of a revolutionary "Program Amplifier" alone effected an increase in signal intensity equal to that which would be produced by a doubling of power. Biggest item on Columbia's 1937 construction calendar was the new West Coast Broadcasting Center, covering an entire city block in the center of the movie industry in Hollywood. Ground-breaking ceremonies for the $2,000,000 project occurred last spring and the structure, which includes an office building and a large radio theatre is expected to be ready for broadcasting by next March. Recently, the Los Angeles Board of Public Works passed a resolution authorizing the new KNX-Columbia site to be named "COLUMBIA SQUARE." In addition to the new broadcasting center, Columbia is setting up an entirely new 50,000 watt transmitter for KNX to be ready for operation concurrently with occupancy of the studios.

The COLUMBIA BROADCASTING SYSTEM

How these leading products

WIN FRIENDS AND INFLUENCE WOMEN

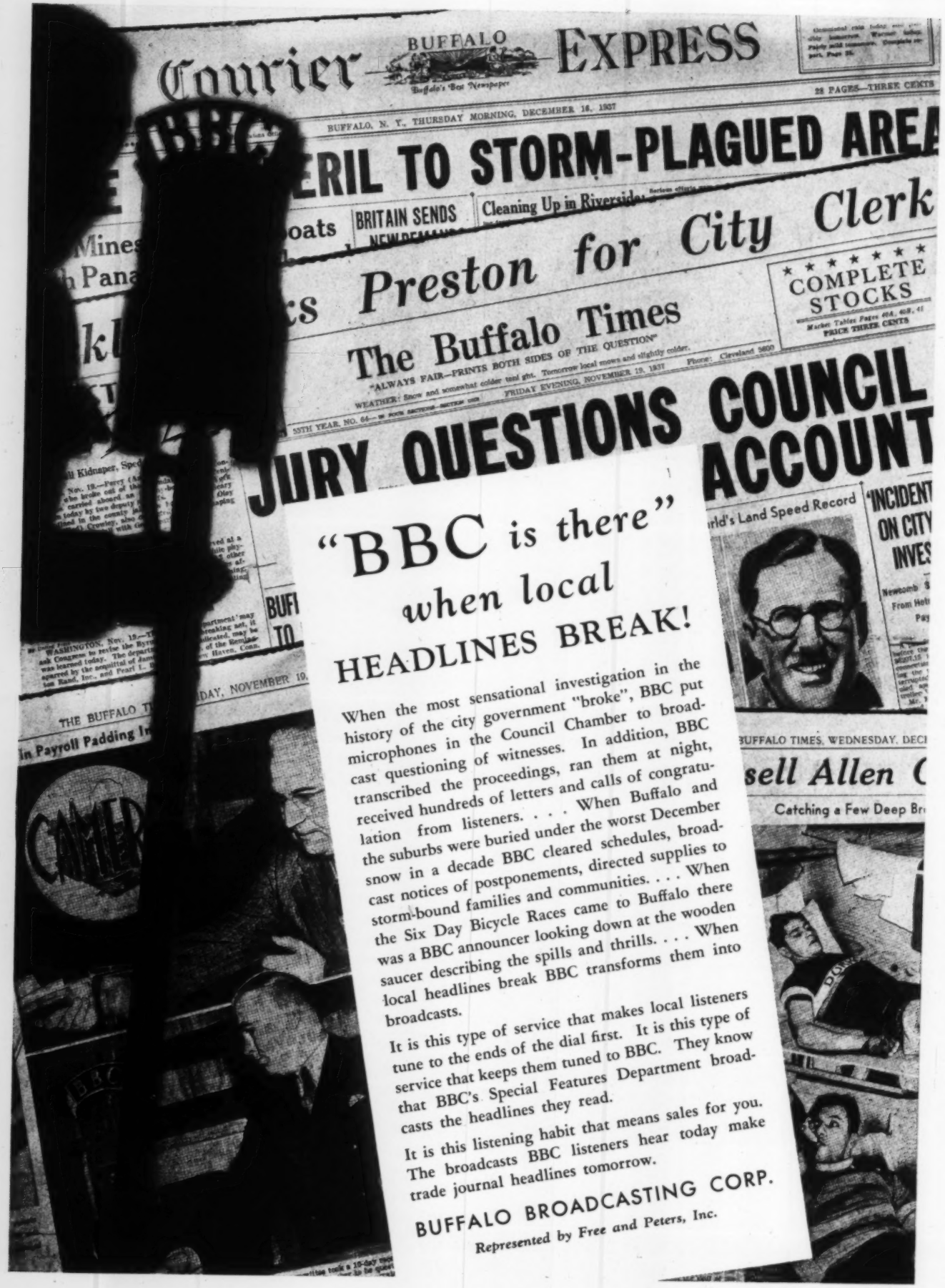
in Southern California!

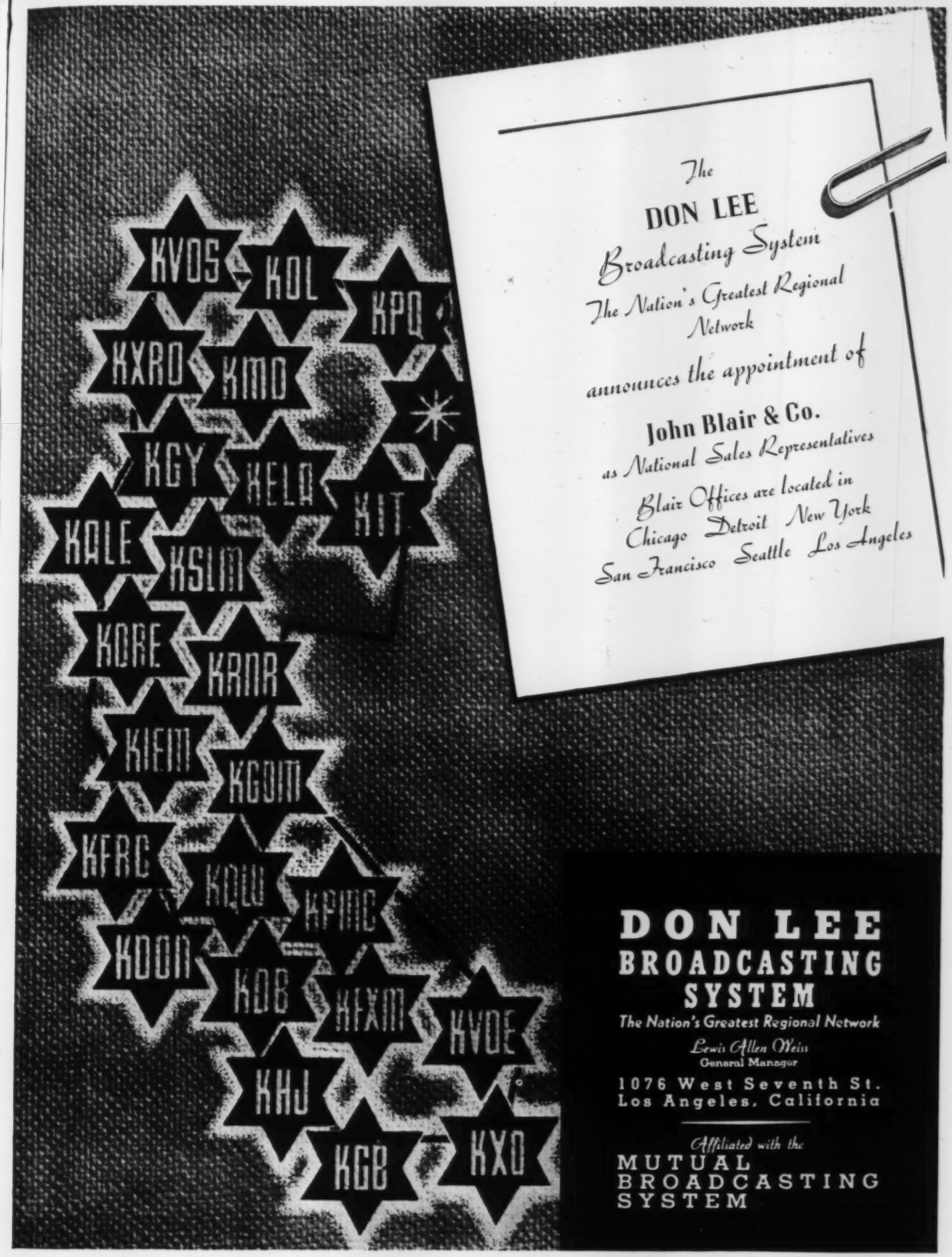
Out here in Southern California there exists a special radio situation which you should know about. One station, in less than a year, has obtained full stature as the territory's *leading* source of radio programs. *Eleven successive monthly surveys of the Los Angeles radio audience have proven conclusively that more people listen to KNX than any other station.* And once they listen, the next thing you know they buy! That's why the major household products shown above currently use *more hours per week on KNX* than all products in this classification use on any other Los Angeles station. KNX is a *buy*-word with manufacturers, because it makes friends out of listeners, and *buyers* out of friends. Incidentally, an up-to-date list of all KNX advertised items is sent regularly to the drug and grocery trade. (Would you like a copy?) This extra service carries your message right through to the point of *sale*.

KNX
COLUMBIA NETWORK
50,000 WATTS

OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM, 5939 SUNSET BLVD., LOS ANGELES—REPRESENTED NATIONALLY BY RADIO SALES: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO

XUM


Courier BUFFALO EXPRESS
Buffalo's Best Newspaper
BUFFALO, N. Y., THURSDAY MORNING, DECEMBER 16, 1937
22 PAGES—THREE CENTS
ERIL TO STORM-PLAGUED AREA
BRITAIN SENDS
Cleaning Up in Riverside
Preston for City Clerk
COMPLETE STOCKS
The Buffalo Times
"ALWAYS FAIR—PRINTS BOTH SIDES OF THE QUESTION"
WEATHER: Snow and somewhat colder tonight. Tomorrow local snows and slightly colder.
FRIDAY EVENING, NOVEMBER 19, 1937
JURY QUESTIONS COUNCIL
ACCOUNT
"BBC is there"
when local
HEADLINES BREAK!
When the most sensational investigation in the history of the city government "broke", BBC put microphones in the Council Chamber to broadcast questioning of witnesses. In addition, BBC transcribed the proceedings, ran them at night, received hundreds of letters and calls of congratulation from listeners. . . . When Buffalo and the suburbs were buried under the worst December snow in a decade BBC cleared schedules, broadcast notices of postponements, directed supplies to storm-bound families and communities. . . . When the Six Day Bicycle Races came to Buffalo there was a BBC announcer looking down at the wooden saucer describing the spills and thrills. . . . When local headlines break BBC transforms them into broadcasts.
It is this type of service that makes local listeners tune to the ends of the dial first. It is this type of service that keeps them tuned to BBC. They know that BBC's Special Features Department broadcasts the headlines they read.
It is this listening habit that means sales for you. The broadcasts BBC listeners hear today make trade journal headlines tomorrow.
BUFFALO BROADCASTING CORP.
Represented by Free and Peters, Inc.



The

DON LEE

Broadcasting System

The Nation's Greatest Regional Network

announces the appointment of

John Blair & Co.

as National Sales Representatives

Blair Offices are located in
Chicago Detroit New York
San Francisco Seattle Los Angeles

DON LEE BROADCASTING SYSTEM

The Nation's Greatest Regional Network

Lewis Allen Weiss
General Manager

1076 West Seventh St.
Los Angeles, California

Affiliated with the
MUTUAL BROADCASTING SYSTEM

1937 WGAR ALMANAC

Cleveland's Friendly Station • John F. Patt, Vice-President and General Manager

Edward Petry and Company, National Representatives

HIGHLIGHTS FROM ANOTHER GREAT YEAR IN THE GROWTH OF A GREAT RADIO STATION . . .

JANUARY

On-the-scene coverage Ohio River flood.

Inaugurated series of programs presented by Cleveland Advertising Agencies.

23 Special Event Programs.

13 New Accounts.

FEBRUARY

Complete coverage of Cleveland Food Show, in co-operation with food brokers and manufacturers.

18 Special Event Programs.

24 New Accounts.

MARCH

Largest mail response for a single month in history.

"Vox Pup" from Cleveland Dog Show.

19 Special Event Programs.

23 New Accounts.

APRIL

Third Annual WGAR-Senior High Declamation Contest.

25 Special Event Programs.

10 New Accounts.

MAY

Greatest Publicity Lineage in a single month in history.

23 Special Event Programs.

10 New Accounts.

JUNE

Greatest Number of Civic Leaders and Personalities presented from studio in any month in history.

13 Special Event Programs.

15 New Accounts.

JULY

More Sports Celebrities interviewed than any month in history.

9 Special Event Programs.

12 New Accounts.

AUGUST

Second Annual WGAR-Orphans Outing at Great Lakes Exposition.

13 Special Event Programs.

11 New Accounts.

SEPTEMBER

Joined Columbia Broadcasting System.

On-the-scene coverage National Air Races and Western Open Golf Tournament.

15 Special Event Programs.

21 New Accounts.

OCTOBER

Complete sell-out in football coverage.

Largest number of local and national spot program accounts in history.

22 Special Event Programs.

23 New Accounts.

NOVEMBER

Complete coverage Cleveland Auto Show.

"On-the-spot" coverage of local election.

19 Special Event Programs.

13 New Accounts.

DECEMBER

Extensive coverage of hockey games.

Increase in schedule of operating hours.

11 Special E... Pr...

JANUARY 1, 1938

Resolved:

. . . that 1938 shall be still more entertaining for WGAR listeners, still more profitable for WGAR advertisers.

BROADCASTING
and
Broadcast Advertising

Vol. 14. No. 1 WASHINGTON, D. C., JANUARY 1, 1938 $3.00 A YEAR—15c A COPY

Spot Radio to Continue Upward in 1938

Business Recession Halts Boom But Year Will Witness Another Gain Unless Economic Catastrophe Occurs

SPOT RADIO will have a big year in 1938—a little bigger and a little better than 1937.

That prediction is made with only one "if"—if the present business recession doesn't develop into an economic rout.

A careful survey of time buyers and advertisers in the principal centers of the United States and Canada shows that while many campaigns have been sharply curtailed in the last few months, a lot of them will be back in full swing if an anticipated pickup in general business develops by spring, or fall at the latest.

There is less marking of time among advertisers and agencies than might be expected at a time when business charts are pointed downward. Radio advertising is not affected as seriously as other media by recession curtailment of advertising campaigns.

New Advertisers

What curtailment actually has occurred has been considerably offset by the entrance of many new advertisers into the spot picture.

Thus the prospects for 1938 are brighter than many have suspected, but the picture is not the rosy one that was painted a year ago. Despite the last-quarter slide in 1937 the year will show a good gain over 1936, but present indications are that 1938 will show a much smaller increase over 1937.

A lot of present placements are on a short-term basis, not surprising in view of the feverish state of the general business mind. Big industries like the auto industry are involved in seasonal, labor, political, used-car and other factors and the effect is felt throughout the business field.

National Situation

Labor and political unrest may develop into serious advertising factors in 1938 but predictions along this line fall into the realm of pure speculation. Talk among anti-administration advertisers is generally accepted as mostly "bark" rather than "bite" when actual dollars-and-cents business decisions are made.

Following are reviews of sentiment in several cities as obtained by BROADCASTING's representatives, along with a list of leading spot sponsors and their plans for 1938:

NEW YORK

Consensus of radio directors of 70 agencies surveyed in New York by BROADCASTING is that business in 1938 will hold its present level and may improve, but that an increase comparable to that of 1937 over 1936 cannot be expected. While some said that business is very much better now than it was at this time last year, others said that it is no better, if as good. Generally, they believe that business will vary little from its present level in the immediate future but that next fall will find a definite rise.

With particular reference to spot, Blayne R. Butcher, radio director, Lennen & Mitchell Inc., said:

"Spot broadcasting has proven so efficacious for certain of our clients that, in every instance, their current campaigns are being continued through 1938 and plans for expansion are being discussed, with a fair likelihood of accomplishment.

"Spot, with its flexibility and its opportunity to localize broadcast interest, is a natural for the national client's advertising tie-in and seldom fails of achievement if given the right planning and attention. It is a good thing for the broadcasting industry as a whole for station personnel has more incentive to meet the demand for initiative and showmanship with better programming and better programs. Thus does the listener profit and, of course, the clients who have helped make financially possible this wider public service."

J. Lloyd Williams, time buyer, J. Stirling Getchell Inc., said the agency will do as much if not more business than last year and billings will probably be up. Louis Tappé, radio director, Schillin Adv. Corp., stated "Business is great; we expect a 20% increase in spot this year. We see no signs of a depression, and our clients report good prospects."

The increased amount of network business makes it difficult for the time buyer to place spots, according to Herschel Deutsch, radio director, Lawrence C. Gumbinner Adv. Agency. He said that while his agency normally prefers spots to networks, the spot advertiser can no longer develop a listening audience because his programs are constantly being shifted due to stations' network commitments.

CHICAGO

That radio advertising in general suffered during the declining months of 1937 because of the "business recession" was the consensus of leading advertisers and agencies in Chicago, although radio did not suffer as much as other advertising media.

Chicago mail order companies, for instance, clipped their budgets, with Montgomery Ward & Co., Chicago, discontinuing quarter-hour transcriptions on 72 stations, and Chicago Mail Order Co. planning no radio for the first half of 1937 unless business suddenly improves. Sears, Roebuck & Co. is continuing its tests on 6 stations but unquestionably expansion of the program to other markets would be more rapid if general business conditions were better. Other leading radio advertisers that postponed or decreased their 1937 fall plans were Bunte Candy Co. and Willard Tablet Co., with Purity Bakeries canceling all radio advertising the first of the year.

The entire picture, however, is far from a gloomy one. An influx of radio advertisers who had never used radio, went on the air successfully during the last quarter of 1937. Among the new spot advertisers are F. A. Stuart Co. (Stuart's Dyspepsia Tablets), Scott Powders, Smith Overall Co. (will start Jan. 3), Sayman Products Co. (Sayman's soap) and General Mills (Corn Kix—a new cereal).

Of course, the usual "double-play" trend in radio was evident in 1937 which clearly showed that national advertisers using spot judiciously, can build their sales up and grow into network advertisers. Three from spot to network advertisers are: Zenith Radio Corp., a heavy spot advertiser in 1936 which is expending its entire radio appropriation on its *Zenith Foundation* show on CBS; Procter & Gamble Co. (Drene shampoo), which started out using spots and is currently using the bulk of its radio appropriation on two weekly NBC programs featuring Jimmy Fidler; Skelly Oil Co., now sponsoring the *Court of Missing Heirs* on a regional CBS hookup.

Regarding spot, Chicago advertising executives were of the opinion that there is a marked tendency towards larger space purchases. More five and 15-minute programs are being bought with less purchases being made of the brief chain breaks, 100-word announcements, and smaller size announcements.

Several agency heads complained of the constantly increasing costs of radio time with one of them predicting that "if stations don't quit raising their rates perennially there would be a general exodus of advertisers to other media." There must be a stop to this constant rate-raising and advertisers will soon discover that with high rates, high talent cost, and increased musicians' rates their radio advertising simply won't pay, it was stated.

Lesson to Be Learned

One agency executive pointed out that "in boom times newspapers and magazines were continually raising their rates until advertisers suddenly discovered that the results did not warrant the excessive cost and so curtailed their black and white expenditures. The result was a more sane rate adjudgment by the printed media. Radio has still not experienced a major disaster but the honeymoon won't last forever. When the crash comes, and radio stations adjust their rates on a more equitable basis, then the radio business will have gotten out of its infancy stage and be on a more solid foundation."

Two marked trends were predicted in 1938. They were the use of more commercial time in Canada and an increase in foreign-language programs. With Canada putting on better programs, building more powerful stations, receiving more popular American network shows than ever before, placement of more

spot business in Canada has already begun to be felt there with even more spot placements to take place there in 1938. The increase will take effect despite the fact that Canadian stations ban the use of transcriptions after 7:30 p. m. Leaders on the Canadian bandwagon are such prominent national advertisers as Procter & Gamble Co. (Oxydol and Kirk's Castile soap) and Miles Laboratories (Alka-Seltzer).

Several Chicago agencies are compiling more data on the foreign language programs and it is likely there will be a substantial increase in 1938 in this type of placements. National advertisers pioneering in this field include Libby, NcNeill & Libby, Procter & Gamble and Alka-Seltzer.

DETROIT

The advertising outlook in this automotive city is so colored by the fortunes of auto sales that in a period of sharply recessed deliveries, such as has been experienced since the introduction of the 1938 models, there is little cheer in the agencies and only slightly more in the offices of the non-automotive advertisers.

The agencies, large and small, work in a frame of mind where the success of forthcoming campaigns is most apt to be predicated on the anticipations of the automotive agencies. Consequently, a survey at this time will not bring out an actual outlook on the future, but an immediate state of mind developed by the circumstances of the moment.

At this time, and probably until the end of the hard winter period in mid-February, the outlook is most pessimistic. All forms of advertising, radio included, have been pared down. There is a quiet background of belief, however, that the earliest signs of spring will see a renaissance of major proportions, and in this belief there is considerable logic. The root of the present new car sales problem is centered in the numbers of used cars on dealer lots throughout the country, and used cars are most difficult of sale in the winter months.

The automobile promotion experts maintain that spring will see this "log jam" of used cars begin to move, where upon dealers will have more money with which to make trades—something very difficult at this time—and deliveries of new cars will recommence. Advertising in the auto industry is proportioned almost directly to unit sales of new cars. Any pickup of sales, therefore, will be immediately manifested in increased allotments for time.

This circumstance may well make a favorable position for radio spot developments. The auto companies and their agencies are today attempting to steer wide and clear of definite commitments for time or space, inasmuch as they cannot be positive of developments ahead. This accounts for ths dropping of such programs as the *Pontiac Varsity Show*, the General Motors *Sunday Night Symphony*, and the Chevrolet *Seymour Simons* show, all chain presentations. These were concluded as contracts ran out. No other chain programs appear slated for discontinuance, inasmuch as they are contracted for well ahead.

But, while the major programs are being discontinued, the auto companies want to keep promoting, even though they do not want to tie themselves down to definite contracted obligations. As a consequence, they are turning to spot time, which can be used more or less informally, without the obligation of carrying through an extended series of programs. One of the largest time buyers in Detroit told BROADCASTING that the very uncertainty of the situation made it appear likely that spot announcements would be leaned on heavily, as perhaps the most flexible type of programming possible.

Chevrolet, through Campbell-Ewald Co., is not using as many stations at this time for its *Musical Moments* series as it was a year ago, when nearly 400 stations were carrying the discs. Somewhat over 200 outlets are now using *Musical Moments*. DeSoto will be at the end of its 55-station lineup on its transcription show late in January, and likely will not renew for the time being, for the reasons enumerated above. J. Stirling Getchell Inc., is the agency. Olds has wound up a 13-week series of discs featuring Glen Gray, through D. P. Brother. This covers the transcription activity among the auto companies, although another phase is the availability to dealers of transcription shots prepared by the agencies and available without charge to dealers. This activity has about tapered out, and will not be much in evidence until spring again.

SAN FRANCISCO

In the estimation of a number of San Francisco time buyers, 1938 allotments will be a shade better—and that's being very conservative—than the broadcasting business handled in 1937.

One of the staunch supporters of the sound advertising medium—Emil Brisacher, head of the advertising firm bearing his name—stated that according to orders already in there will be a substantial increase in all branches of radio advertising—studio, transcription, spot announcement—which will be placed by his office during the next 12 months. Mr. Brisacher is of the opinion that there is a tendency to get away from the spot announcement and that more live talent and transcribed productions will be the order of things this year. He predicted no increase in general in spot announcement advertising, stating that many stations are finding it difficult to place spot announcements and on others the cost is all out of line with the other types of radio advertising.

Louis Honig Jr., of the Erwin Wasey & Co. agency concurs with Mr. Brisacher that 1938 will see a decided increase in the business of broadcasting. "Things look very good right at this moment," he said. "I feel certain that it is going to be a good year for radio."

Hassell Smith, manager of Long Advertising Service, San Francisco, was optimistic, likewise, as to the 1938 radio outlook. He stated that in spite of the business recession the latter part of 1937, the half dozen radio shows his agency is handling did a fine selling job for the advertisers. He is of the opinion that the trend is for more live talent shows during the coming year, with spot announcements going almost solely to local independents. It is becoming difficult to get satisfactory spot announcement time on the larger stations, he said.

Miss Ann Director, radio director of J. Walter Thompson in San Francisco, looks forward to somewhat larger appropriations for radio advertising from some of her agency's clients, she stated. She prophesied a good year for radio.

W. S. Day, radio account executive at Leon Livingston Advertising Agency, San Francisco, stated that his agency has already contracted for more radio time than it carried in 1937 and that all of this new business will call for live talent studio programs. He is optimistic over the 1938 outlook.

Richard Holman, radio executive of Rufus Rhoades & Co. Agency, San Francisco, stated that from all indications there would be considerably more sponsored radio productions in 1938. The trend, according to Mr. Holman is toward the live talent show. Several productions now placed by this agency plan to increase their radio activities and several new ones are being planned.

SALES MANAGERS—Who met at Chicago in December to arrange for a national get-together included (seated, l. to r.) W. W. Warner, WAAB, Boston; Purnell Gould, WFBR, Baltimore; Craig Lawrence, KRNT, KSO, Des Moines; Herb Hollister, KANS, Wichita; Standing—J. Leslie Fox, KMBC, Kansas City; Charles C. Caley, WMBD, Peoria; J. Burryl Lottridge, KTUL, Tulsa; Wm. R. Cline, WLS, Chicago; K. W. Church, KMOX, St. Louis; E. Y. Flanigan, WSPD, Toledo; Lewis H. Avery, WGR, WKBW, Buffalo. [See story on page 28.]

LOS ANGELES

Although labor conditions throughout the country have had a marked effect on the West Coast market and will continue to do so for some months to come, Pacific Coast agency executives and sponsors too are maintaining an optimistic viewpoint on prospects for 1938.

Regardless of the present business recession, the possibility of strikes and similar conditions, they are of the opinion that a big year is in store for radio, and state that many national and regional sponsors have substantially increased their advertising appropriations. Besides continuing with network shows, several are supplementing with special spot campaigns. Agency executives point out that spot supplements network coverage by filling in the gaps where coverage is weak.

Predict Busy Spring

Time buyers in Southern California are looking toward a busy spring season and many predict that the coming year will reach a new peak for spot broadcasting. While loathe to estimate how much spot business will be placed during the next several months, radio executives in the major Los Angeles and Hollywood agencies agree that practically every spot campaign now on the air, and placed from the West Coast, will continue.

In many instances sponsors will increase coverage with additional stations as markets open. Several West Coast agencies report their clients are planning extensive spot campaigns for the spring and early summer using five-minute and quarter-hour transcriptions. Many clients whose budgets are now being made up will, for the first time, include radio in 1938.

Extensive announcement and quarter-hour transcriptions, augmenting live talent programs on local stations will swell the volume of spot business. Many advertisers, it was pointed out, are seasonal, and conduct only short duration campaigns, but they too will increase coverage to include more stations than last year, in several instances doubling their efforts.

With desirable network time at a premium, more and more spot radio will be used nationally, according to a recent survey made by the Raymond R. Morgan Co., Hollywood advertising agency, for one of its clients. Frank Howe, the agency's public relations director, pointed out that clients have shown a preference for transcribed quarter hour script shows, and he declared that that was definitely the trend throughout the country.

"We have found that spot broadcasting has a number of definite advantages over network radio advertising under certain merchandising conditions," he said. "Spot broadcasting can be adapted to specific regional sales and distribution problems, and in many cases it is being used to intensify advertising in metropolitan markets. During the past few months three large national accounts have started programs on a national scale,

using transcribed programs produced by our organization, in preference to a live talent network show."

William G. Scholts, president of Scholts Adv. Service, Los Angeles, primarily a regional advertising agency, declared he is looking forward to a bigger and better year, with more radio to be used by clients than in the past. He was also of the opinion that the trend on the West Coast is toward more transcribed quarter and half hour script shows, and stated that sponsors are willing to use a program that has been tried and proved in another locale.

He called attention to the fact that national and regional advertisers often need a local sales push to help dealers and find this in spot schedules. He stated that while network shows are good-will builders, transcribed shows generally do a better selling job, because of that closer local tie-in. Accounts handled by the Scholts Adv. Service, currently using radio and which are expected to increase their activities during 1938 include Pacific Division of A & P Food Stores, Los Angeles; Holland House Products (beverages), Los Angeles; Dolly Madison Cake Co., Los Angeles, and Continental Food Corp., that city.

In the survey of sponsors which begins on this page BROADCASTING has endeavored to give an indication of their 1938 plans insofar as they had materialized late in December. Naturally the list is by no means complete but it covers a good percentage of the major users of spot.

Canada Expects Record Year As Sponsored Programs Soar

Dominion Becomes Radio-Advertising Conscious; General Business Conditions Continue Good

By JAMES MONTAGNES

THE CONCENSUS among Canadian advertising agencies and transcription services is that at last the Canadian advertiser has decided to take radio as a serious advertising medium. This trend became noticeable toward the latter part of 1937, and is expected to speed up during the coming year.

Broadcasters look to 1938 as an extremely good year basing their opinions on this new interest of the Canadian national advertiser in radio, on the big array of United States and Canadian network programs which are being hooked by the government-owned Canadian Broadcasting Corporation for its own and private stations, and on the fact that the recent United States business recession has not been more than psychologically felt in Canada as yet.

Spot broadcasting in Canada, it appears, is a long way behind that of the United States, some agencies going as far as to say three years. Accordingly spot broadcasting is expected to show a major increase in the coming year, though some agencies feel it will only little more than equal the record of 1937, which was better than 1936. While Canadian restrictions require live talent shows during most of the evening hours, it is believed spot campaigns in the early evening and late evening hours close to a big network show are going to be in demand and such time be at a premium.

Better Equipment

Another factor that reflects a healthy outlook in the Canadian broadcasting industry is the amount of money being spent by Canadian stations to improve studios and put in new equipment, while many increases in power to 1 kilowatt stations are expected for early 1938 following a large number during the latter part of 1937. This speaks for increased advertising revenue prospects, for Canadian stations have been more or less afraid to spend money on their equipment and studios due to the uncertain attitude of the government. Now that the government-owned CBC is going after commercial business, and making a good job of it according to agencies and station representatives, the outlook is more favorable to a stabilizing of the industry, to more advertising revenue soliciting by the stations.

Typical of the interest being

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What Many Spot Advertisers Are Planning in 1938 . . .

Abelson's Jewelry Stores, Newark

Has renewed contracts for announcements on three stations and expects to add others during the year. Agency is Schillin Adv. Agency, New York.

Acme Feeds, Forest Park, Ill.

Plans to continue in 1938 with five 15-minute market reports six times weekly on seven stations — WLS, WHIO, WIRE, WMT, KROC, KMA, WNAX. A few other markets may be added. K. E. Sheppard Adv. Agency, Chicago, handles the account.

Acousticon Dictagraph Co., Toronto

Running a test program early in 1938 for the Toronto market. New on the air in Canada. Agency: All-Canada Radio Facilities Ltd., Toronto.

Albers Brothers Milling Co., Seattle

May increase its radio activity during 1938 and will continue its studio concert program *Good Morning Tonight* on 5 NBC-Red network stations on the Pacific Coast (KPO, KHQ, KOMO, KGW, KFI). Agency: Erwin-Wasey Co., San Francisco.

Alkine Laboratories, New York

Has a larger budget for 1938 radio. Client is now using announcements on four stations, through Schillin Adv. Agency, New York.

All-Canada Radio Facilities Ltd., Toronto

Reports that national spot campaigns, handled in 1937 were decidedly increased over 1936, and anticipates from present bookings that 1938 will be even better.

Mark W. Allen Co., Detroit

Plans spot campaign early in 1938 for 2-Drop hand lotion. Frank Presbrey Co., New York, is agency.

American Chicle Co., Long Island City, N. Y.

Running minute transcriptions on about 21 stations for Sen-Sen and will continue with no change. For Adams Clove chewing gum, 50 stations are carrying announcements, and more are to be added. Agency is Badger & Browning & Hersey Inc., New York.

American Cranberry Exchange, New York

Limits its radio advertising to the September-January period, and is now finishing up this season's contracts on 12 stations. Agency: Gotham Adv. Agency, New York.

American Packing & Provision Co. Ogden, Utah

Early in January starts a weekly quarter-hour transcribed home economic serial, *American Kitchen*, on 8 stations (KDYL KLO KID KTFK KSEI KHO KSUB KEUB), placing through Gillham Adv. Agency, Salt Lake City.

American Poultry Journal, Chicago

Using spot announcements on 4 stations, will continue until summer, and possibly through next winter. Agency: Schillin Adv. Agency, New York.

American Tobacco Co., New York

Continuing its college news broadcasts for Luckies five minutes, five nights weekly on two stations, and may expand to as many as fifteen stations in college towns. Agency: Lord & Thomas Inc., New York.

American Tobacco Co., New York

Will continue to use spot announcements, live news and sports news on about 65 stations, and may add others in the course of the year for Roi-Tan cigars. Sponsoring *Treasure Hunt* on six stations, and will use spot announcements from time to time for Cremo cigars. Lawrence C. Gumbinner Adv. Agency, New York, is agency for both accounts.

Anderson Co., Gary, Ind.

Using announcements on 35 stations for Sleetmaster; will discontinue early in the year and probably return next season. Agency: Schwab & Beatty Inc., New York.

Association of Pacific Fisheries, Seattle

Used spot announcements on stations located in key cities throughout the country in 1937 and it is anticipated will considerably enlarge its radio budget during 1938 for canned salmon. Will either use spot announcements, transcribed announcements or short transcribed periods. Agency: J. Walter Thompson Co., San Francisco.

Atlantic States Gas Co., New York

Will probably not return to the air in the spring. Last spring and summer used one-minute announcements on 5 stations, cost $1,000. Agency: Kimball, Hubbard & Powel Inc., New York.

Axton-Fisher Tobacco Co., Louisville, Ky.

Planning for 1938 a transcribed spot campaign similar to that of the past year for 20 Grand, Zephyr cigarettes. Agency: McCann-Erickson Inc., New York.

Banfi Corp., New York

On participating program of five days weekly WTIC, Hartford, will continue until March, and resume use of radio next fall. Agency: Pettingell & Fenton Inc., New York.

Barney's Inc., New York

Will continue and expand its present schedule, which includes 7 hour programs and 48 announcements weekly on WHN, New York; 7 quarter-hours, daytime, 6 half-hours, evening, 66 announcements weekly on WMCA, New York; and 6 half-hours, daytime, 6 quarter-hours, evenings, a half-hour on Sunday, and 105 announcements weekly on WNEW, New York. Agency: Alvin Austin Co., New York.

Bathasweet Corp., New York

On four stations with announcements, participation, news, and quarter-hour live program; expects to continue with these and add others. Agency: H. M. Kiesewetter Adv. Agency, New York.

Bauer & Black, Inc., Chicago

Will run *Ladies of Millions* on 22 stations five times weekly, at least, until first of March. Another product of the same firm may be sponsored after that. Blackett-Sample-Hummert, Chicago, is agency.

Beecham's Pills Inc., New York

Will continue indefinitely with transcriptions on 4 stations. Agency: Atherton & Currier Inc., New York.

Bell-Brook Dairies, San Francisco

Has just recently renewed its transcribed serial drama *Sonny & Buddy* on KYA, San Francisco, three times weekly. Plans to continue throughout 1938 and in addition has just purchased three spot announcements weekly on KFRC, San Francisco. Agency is Long Adv. Service, San Francisco.

Benrus Watch Co., New York

Now using time signals on 12 stations, has increased its radio budget for 1938. Agency: Brown & Tarcher Inc., New York.

Bireley's, Hollywood

In its 1938 advertising appropriation of $170,000 is including increased radio activity, along with other media, placing through J. Walter Thompson Co., Los Angeles.

Blue Moon Cheese Products, Minneapolis

Participates on the *Martha Deane* program on WOR, Newark. No other plans. Agency: BBDO, New York.

Borden Co., New York

Will greatly expand the use of local live-talent programs for Borden's Magic Mix, ice cream preparation, which were tested last summer. Agency: Pedlar & Ryan Inc., New York, which also will conduct the usual radio campaign in New York for the ice cream products of the Pioneer Division of Borden Co.

Bosco Co., New York

Participating in two Yankee Network programs and using spot announcements in New England and New York for its milk amplifier. No changes are contemplated by the Agency, Kenyon & Eckhardt Inc., New York.

Bowey's Inc., Chicago (Dari-Rich)

Using quarter-hour transcriptions of its network show on six western stations and plans no change. Agency: Stack-Goble Adv. Agency Inc., Chicago.

M. J. Breitenbach Co., New York (Pepto-Mangan)

Will use one-minute transcribed announcements on 50 stations from Jan. 4 to May 15. Agency: Morse International Inc., New York.

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Elliott Roosevelt for Gough; Hearst Plans Other Changes

President's Son Heads Hearst Radio Inc., Bringing Grabhorn East and Promoting Cormier, Barrett

ELLIOTT ROOSEVELT, second son of the President and a vice-president of Hearst Radio Inc. since March, 1936, has been elevated to the presidency and general managership of Hearst Radio in charge of its 10 broadcasting stations and its shortwave radiotelegraph activities. He succeeds Joseph V. Connolly as president and Emile J. Gough as general manager, Mr. Gough having resigned Dec. 20 after 27 years in the Hearst employ.

Mr. Gough has not made known his future plans, but he will not remain with Hearst. Mr. Connolly becomes chairman of the board of Hearst Radio Inc. The change was made following conferences between William Randolph Hearst, T. J. White, general manager of the Hearst enterprises, and Mr. Connolly. The three will confer with Mr. Roosevelt in New York Jan. 3 during sessions there of Hearst executives. Mr. Roosevelt will leave Fort Worth, where he has been directing the Southwestern stations of the Hearst group, on Jan. 1 to attend the New York conferences.

Grabhorn to New York

Following the conferences, it is understood other changes in the Hearst Radio organization will be made known. Murray Grabhorn, since last September manager of KEHE, Los Angeles, will probably be promoted to a vice-presidency and placed in charge of national sales. Albert Cormier, who is under contract as manager of WINS, may become treasurer of the organization in addition to his station duties. It is reliably reported that Neal Barrett, manager of KOMA, Oklahoma City, will be recommended for the vice-presidency in charge of the four Southwestern stations of the Hearst group, taking over Mr. Roosevelt's present duties.

Mr. Grabhorn is already en route to New York for the Jan. 3 conferences. His place as manager of KEHE has been taken over by Jack Gross, one-time manager of KWKH, Shreveport, La.

Other changes are pending but are not ready for announcement. Whether Curt Willson, in charge of Hearst Radio sales in New York, and Oscar J. Tunell, treasurer, will remain with the organization, depends upon the Jan. 3 parleys. Expansion of the organization is planned and new men will be placed in various strategic posts.

To Travel Among Stations

Mr. Roosevelt expects to spend most of his time visiting the 10 stations of the Hearst group, leaving Grabhorn in charge in New York. He does not plan to relinquish his Fort Worth residence. His wife, the former Ruth Goggins, of Fort Worth, holds an option to purchase KFJZ, Fort Worth local, which Mr. Roosevelt testified before an FCC examiner, was being bought for $55,000 as a personal venture in no way connected with his Hearst Radio activities. Examiner Hill reported favorably Oct. 22 on the proposed transfer of ownership from R. S. Bishop, but the FCC has yet to act.

Mr. Grabhorn joined Hearst last September after leaving the vice-presidency of John Blair & Co., in charge of its New York offices. He was at one time sales manager of KFRC, San Francisco. Following the resignation of Ford Billings, in charge of Hearst West Coast activities, Mr. Grabhorn has been supervising not only KEHE but also KYA, San Francisco, and has been in frequent consultation with young Roosevelt.

Gough Started Group

Mr. Barrett, one of the ace managers of the Hearst group, will continue managing KOMA and will assume supervision of KTSA, San Antonio; KNOW, Austin, and WACO, Waco.

Mr. Cormier joined the Hearst organization only recently. He previously had resigned as commercial manager of WIP, Philadelphia, and before that was sales chief of WOR, Newark. Mr. Willson also formerly was with Blair.

Mr. Gough is reported to have submitted his resignation immediately upon learning of the reorganization plans of the board. He first interested Mr. Hearst in radio, having been managing editor of the old *San Francisco Call*. In 1927 he was assigned to handle all radio activities of the Hearst organization, which at that time consisted only of the affiliation of WISN, Milwaukee, with the local Hearst newspaper and KYW, then located in Chicago and operating under a program lease arrangement between Hearst and Westinghouse.

Mr. Roosevelt first entered radio in September, 1935, as vice-president and sales promotion manager of the old Southwest Broadcasting System, operating a network of stations in Texas and Oklahoma. He engineered the deal whereby Hearst acquired four of the stations by purchase—KTSA, KNOW, WACO and KTAT in Fort Worth. The latter station, however, was sold to Raymond Buck, Fort Worth attorney.

ELLIOTT ROOSEVELT

Central Figures in Hearst Radio Shakeup

Mr. Gough

Mr. Grabhorn

Mr. Cormier

Mr. Barrett

Roosevelt Drops Deal

HIS three-month option for the purchase for $57,000 of KABC, San Antonio, having expired, Elliott Roosevelt, newly named president of Hearst Radio Inc., has dropped plans to buy the station. The deal was conditional upon FCC approval of the transfer within the three-month period, but such action was not forthcoming. Mr. Roosevelt planned this purchase as a purely personal investment venture. His wife is also the purchaser of KFJZ, Fort Worth local, also a personal venture, and FCC action is awaited on an examiner's report recommending its transfer for a consideration of $55,000.

JAY LEWIS ASSOCIATES, New York, and Halpern Adv. Agency, New York, are considering merging in January with offices in the headquarters of the latter at 151 W. 40th St.

P & G in New York

PROCTER & GAMBLE Co., Cincinnati (Oxydol) will start a special 13-week campaign after the first of the year using five New York stations. *The Goldbergs*, now on WOR, will be continued on that station as well as WHN. Spot announcements will be used on WMCA, WNEW and WINS. Blackett-Sample-Hummert, Chicago, is agency.

Maxwell House Test

GENERAL FOODS Corp., New York (Maxwell House coffee), on Jan. 14 will start a new half-hour variety show on WMCA, New York. Program, featuring Molly Picon, Jewish comedienne, will be heard Fridays at 7:30-8 p. m. for 13 weeks. Agency: Benton & Bowles Inc., New York.

Crosley Appoints Dunville to Post

Aid to Shouse at WLW-WSAI; Herman Named Consultant

APPOINTMENT of Robert E. Dunville as assistant to the general manager of WLW and manager of WSAI, was announced Dec. 22 by James D. Shouse, vice-president of Crosley Radio Corp. and general manager of WLW.

Simultaneously, Mr. Shouse announced retention of Chester Herman, well-known theatrical authority, as program consultant of the Crosley stations for several weeks, to advise station officials on program development. This marks an innovation in broadcasting since it is the first time any station has gone directly into the theatrical field to procure consulting advice in the same manner as engineering and legal advice.

Mr. Dunville, who joined the Crosley organization Dec. 1, has been serving as Mr. Shouse's assistant since that time. He was with KMOX, St. Louis, as assistant general manager, having served there under Mr. Shouse. He resigned that post to join the Crosley stations. He was formerly promotion manager of the Gardner Motor Co., St. Louis, and later became its advertising manager.

Program Innovations

As manager of WSAI, Mr. Dunville will continue the station's policy of civic service, he stated. Activities of the station, however, will be broadened along other lines and many special broadcasts from the station's mobile shortwave unit, together with remote pickups outside the studios, will be introduced. He said several new programs now under preparation will be introduced shortly, along with a series of major activities which have been planned several months in advance.

In announcing Mr. Herman's retention as program consultant, Mr. Shouse pointed out his long experience in the theatrical field and his keen judgment in selecting talent and building entertainment, should result in improved program standards for the stations. Mr. Herman is stage manager and assistant to Richard H. Berger, producer of the St. Louis Municipal Opera. He has been in the theater for more than 19 years and has had wide experience in vaudeville, motion pictures and legitimate. He formerly worked with such stars as Clara Kimball Young and Antonio Moreno, and helped stage the revival of Flora Dora. Although Mr. Herman's activities are centered in large measure in St. Louis, his home is in New York, and he has had wide acquaintance in the entertainment field.

WSAI Goes to 5 Kw.

WSAI, Cincinnati, operated by Crosley Radio Corp., on Dec. 22 was granted an increase in day power from 2,500 to 5,000 watts, effective immediately. The station uses 1,000 watts at night and operates on the 1330 kc. channel. The application has been pending for some time.

NATIONAL Ass'n of Boat Manufacturers, New York, will use WEAF and WJZ, New York, for a series of five programs titled *Carefree Cruisers*, starting Jan. 7. Agency is Charles J. Cutajar Inc., New York.

Federal Program Scrutiny Considered

Mae West Episode Gets Close Study at Commission

SHARPER scrutiny of programs by the FCC, which may portend new policy by that agency in regulating broadcasting generally, was detected in the "Mae West-NBC" incident of the last fortnight now formally before the FCC for consideration.

Pursuant to the request of FCC Chairman Frank R. McNinch, made Dec. 18, that full details be supplied the Commission on the incident, President Lenox R. Lohr, of NBC, on Dec. 23 submitted the requested data without comment.

What ruling the FCC will make is problematical. Chairman McNinch pointed out in his letter that while the FCC has no censorship powers, it nevertheless must be guided by the provision of the Communications Act specifying that obscene, indecent or profane language shall not be permitted over the air. He said that many complaints against the Mae West "Adam and Eve" skit in the Chase & Sanborn program Dec. 12 had been received, and that there was marked uniformity of thought in the letters variously characterizing the skit as "profane", "obscene", "indecent", "vulgar", "filthy", "dirty", "sexy" and "insulting to the American public". He added that the letters bore no evidence of having been written by cranks or prudes but by "responsible and intelligent citizens".

Her Name is Taboo

Climaxing the rapid cycle of events, NBC Dec. 23 announced it had banned the use of Mae West's name in scripts over any of its managed or operated stations effective immediately. The action was taken, it was said, to avoid use of her name in "gags" or the like to block any possible revival of the incident over its stations. It was not in the nature of a reprisal against Miss West, it was said. It was the first time in more than a decade of network broadcasting that such a ban has been instituted.

The incident also had repercussions in Congress, with two members, Rep. Lawrence J. Connery (D-Mass.) and Rep. O'Toole (D-N. Y.), demanding an investigation of radio along the lines proposed in several pending resolutions. Rep. O'Toole, it is understood, had personally complained to Chairman McNinch.

Many Complaints

Because the FCC was in quasi-recess over the holidays, it is not expected action will be taken until it holds a meeting early in January. Although Chairman McNinch asked NBC to supply names and locations of the some 60 stations that carried the program, fed over its Red network, it is hardly thought any action can be taken against those stations since they had no control whatever over the subject matter. Rep. Connery, in a letter to Chairman McNinch Dec. 18, urged that the Commission revoke the license issued to the station that originated the program—though its originating point was the Hollywood Studios of NBC.

Developments came fast following the broadcast. Rev. Father Morris S. Sheehy, head of the Department of Religion of Catholic University, Washington, suggested the incident might require extension of the activities of the Catholic Legion of Decency in the movie field to the field of radio. Among other things, he said he would like to go on record as saying that if the FCC "does not investigate this matter we shall shortly have a new lot of commissioners."

At a meeting in Washington Dec. 16, Father Sheehy conferred with Stanley Resor, president of J. W. Thompson Co., agency for Chase & Sanborn; Frank M. Russell, NBC Washington vice-president; Msgr. Michael C. Ready, general secretary of the National Catholic Welfare Conference, and James Hayden, professor of radio law of Catholic University. At the conference it was explained that mistakes had been made, first by J. Walter Thompson Co. and second by NBC. Dr. Sheehy said afterward that as far as he was concerned, the explanations and the apologies offered at the conference Thursday, in public statements the following day and over the air on Dec. 19, would be sufficient and he declared he would pursue the matter no further.

NBC Shares Blame

On Dec. 17 Mr. Resor wrote Mr. Lohr expressing regret that the program had given offense to anyone. "The script of this feature of the broadcast was our responsibility," he stated. "It was a mistake, and we can assure the public at large that the same mistake will not be made again."

Mr. Lohr replied that NBC shared with Mr. Resor the regret he expressed and also the responsibility in the incident. "Our interests are entirely mutual in striving to give to the American public the type of wholesome entertainment which it wants and which it has every right to expect," he said. "NBC can be counted upon to intensify its efforts to this end."

In opening its broadcast Dec. 19, which in striking contrast to the Mae West show of the preceding Sunday featured "Snow White and the Seven Dwarfs," Chase & Sanborn made this apology:

"It has been brought to the attention of the sponsors of this program that a skit on it last Sunday night offended the religious sensibilities of some of our listeners. Our hope is to make each and every hour spent with us both entertaining and edifying. We pledge ourselves to that purpose and sincerely regret any unintended offense that may have been given."

NBC disclosed immediately after the incident that the same skit had been played several times before without drawing criticism. Three years ago, a furore was created when NBC broadcast over its Blue network a program sponsored by the Mexican Tourist Bureau, which included a song poem in Spanish which was regarded by certain Catholic groups as indecent and which resulted in an outcry in Congress for an investigation, with the late Rep. William C. Connery, brother of the incumbent Massachusetts Congressman as its leading proponent. At that time the demand was made that the stations which carried the program be deleted.

Inflection Responsible

Don Gilman, NBC Coast vice-president, stated following the Mae West incident that the inflection the buxom screen siren placed "at certain points" caused criticism of the "Adam and Eve" skit, in which she appeared with Charlie McCarthy, the Edgar Bergen dummy.

Following the McNinch request for information, and the receipt of the letter from Rep. Connery demanding action, the FCC chairman said he had already taken every possible step to get all of the facts before Mr. Connery's letter was received. He said: "I had directed the broadcasting chain to furnish the commission with a copy of the transcript and electrical reproduction of the skit, the names and locations of the stations carrying it and a copy of the contract between the commercial sponsors and the broadcasting company. Until this information is assembled and analyzed the Commission will take no action, as it cannot afford to prejudge the case".

The incident stirred Hollywood's motion picture colony possibly as much as it did radio. Emanuel Cohen, producer of Miss West's new picture, "Every Day's a Holiday," was reported as debating the advisability of postponing the release date until after the incident showed signs of abating. Moreover, it was reported that all other Hollywood producers were taking steps to insure that their star performers would not become involved in any questionable radio offerings.

From reliable sources BROADCASTING has learned the activities which led up to the broadcast. The facts indicate that the Mae West script was more strenuously censored than almost any other that has gone on the air.

Many Rehearsals

Miss West did not rehearse the sketch completely before it was broadcast and the implication of her insinuating manner of delivery could not be completely checked. She failed to appear for the scheduled rehearsal in Hollywood studios Friday, Dec. 10. NBC executives flatly rejected the script as it was then written and she was personally consulted when the script was revised. Her revision of the script was rejected by NBC on Saturday, Dec. 11. After an all-day session with the continuity writers, NBC finally accepted the script and this was the skit broadcast. Late Saturday the first rehearsal was held with many an argument over lines and phrases. The Sunday rehearsal was casual with Miss West running through the lines carelessly without employing her insinuations. According to unofficial reports from NBC, no one who heard the last rehearsal suspected that vulgarity could possibly result from the lines given Miss West. There was nothing offensive in the script as written.

No listeners were more surprised than NBC officials who had passed on the script when they heard Miss West's artful inflection and noted the striking change in the way the script seemed to vary from the printed word during her "love scene" with Charlie McCarthy. Once the program was on the air there was no way in which the lines could be toned down. The alternative was to cut the program off the air. Hastily, NBC officials decided that cutting the program would cause more of a negative listener reaction than if it were allowed to continue. That is the NBC story of how the broadcast happened to get on the air.

Kirk Leaves Ruthrauff

MYRON KIRK, vice-president and radio director, Ruthrauff & Ryan Inc., New York, has resigned that position effective Dec. 31. On Feb. 1 C. Lawton Campbell will become a director and vice-president of the agency, in charge of all radio activity. Mr. Campbell is now vice-president of General Foods Sales Co. Inc., New York, directing advertising and merchandising of Jell-O, Minute Tapioca and Swansdown.

United Drug Spots

UNITED DRUG Co., Boston (Rexall Products), late in January will use 200 stations for a series of five quarter-hour transcriptions. Campaign, to promote a Rexall birthday sale, is in addition to the two similar series placed annually by the company. Agency is Street & Finney Inc., New York; discs are placed by Spot Broadcasting Inc., New York.

Borden on NBC-Red

BORDEN Co., New York (condensed milk), on Jan. 31 will start a five-a-week quarter-hour strip on the NBC-Red network featuring *Rush Hughes*, news commentator. Agency is Young & Rubicam Inc., New York.

Strict Copy Checking on West Coast By NBC Follows Miss. MacRorie's Visit

WITH Janet MacRorie, NBC New York continuity acceptance editor, now in Hollywood to confer with Don E. Gilman, western division vice-president and Andrew Love, head of the continuity acceptance department, that city, it is generally expected that more stringent rules and regulations will be put into force in censoring broadcast material.

Mr. Gilman stated that Miss MacRorie's visit to the West Coast has nothing to do with the recent Mae West incident, but he intimated that latitude given on programs would be considerably tightened. He implied that no attempt would be made to stifle opinion and restrict freedom of speech, and that the NBC policy in respect to individual rights and protection of sponsors' interests would be zealously guarded. He said that those who have trespassed on good taste in their broadcasts will be the only ones affected by the rulings, what ever they might be.

Meanwhile rumors are being circulated in Hollywood that Mae West has been consulting with her attorney, Lloyd Wright, on the possibility of suing NBC and J. Walter Thompson Co. in connection with her Dec. 12 broadcast on the network's Chase & Sanborn program. Mr. Wright would neither deny nor confirm the reports.

Musical Contract Negotiations Expected to Close on Jan. 3

Ample Number of Contracts Said to Be Coming in As Deadline Nears; Local Problems Settled

JANUARY 3, 1938, will probably see the completion of negotiations between the American Federation of Musicians and the Independent Radio Network Affiliates and the exchange of contracts signed by individual network stations and local unions. On that date, which has been set as the final deadline by the musicians for acceptance of contracts, representatives of IRNA and AFM will together examine the contracts received and, if the number is sufficient to give the increased employment the union has been fighting for, they will date and exchange the contracts and the first and largest step toward two years of peace between the radio industry and the musicians it employs will have been taken.

All contracts will be dated Jan. 1, 1938, and will hold for two years, expiring on Dec. 31, 1939. At the time the contracts were first presented to the IRNA membership by its negotiating committee it was pointed out that this date is the same as that on which the station's contracts with ASCAP expire and that the broadcasting industry might find itself handicapped in dealing with either group if the two should combine to force harsher terms from radio for subsequent years.

Ample Number Expected

The committee reply was that it had attempted to secure from the AFM a three-year contract but had been unsuccessful, the musicians originally trying to limit the term of the agreement to a single year, and that it felt it was better to face the problem of drawing up two new agreements at once in the latter part of 1939 than to meet a new AFM deadline on the final day of 1938.

It was also pointed out that the coincidence of contract expirations might conceivably work to the advantage of the broadcasters, as if either ASCAP or AFM presents exorbitant demands the other group will side with the broadcasters in resisting them lest its own interests be affected.

Speed with which signed contracts were coming into New York last week gave every indication that an ample number would be on hand by the deadline date. When the two committees met on Dec. 15, previous deadline, less than 50 contracts had been received. By Dec. 23 that number had grown to 139, by Dec. 24 to 149, and a further leap over the Christmas weekend had brought the total to 180 on Dec. 29 with almost a week to go before Jan. 3. This total of documents received from stations by Ernst & Ernst, New York accountants engaged to handle the contracts for the broadcasters, was somewhat under the number the local unions had sent to AFM headquarters by the same date, when officials of the musicians union estimated their total receipts at approximately 174.

And it was reasonable to believe that this stream would not dwindle during the final week to deadline because both committees were exerting all possible pressure and lending all possible assistance in every community in which the contractual parties were finding it difficult to arrive at an understanding. The networks, too, were cooperating with the IRNA committee in helping their member stations iron out difficulties.

Networks Are Signed

A contract had been signed with AFM by CBS for its key stations and it was understood as BROADCASTING went to press that a similar contract had been signed by NBC. Individual contracts were signed by the three MBS key stations — WOR, WGN, KHJ — and submitted to the union, but contracts signed by AFM officials have not been returned. Due to the peculiar organization of this network, these contracts could not be signed by Mutual officials but had to be individually signed at each station.

It is not necessary for contracts from all of the 289 network affiliates to be received for the IRNA-AFM agreement to become effective. If that were so it is extremely improbable that these negotiations would be finished by spring. But the AFM has agreed that when enough contracts have been signed to achieve the employment of a large number of additional staff musicians it will accept that as an indication of good faith on the part of the broadcasting industry and will permit those contracts to go into effect, working out the remaining cases individually as rapidly as may be, but not holding up the majority any longer. Since the larger stations, employing the most musicians, are nearly all signed the present optimism that an agreement can be reached on Jan. 3 seems more justified now than previously.

Extensions of Time

Substitution of specific attention to individual problems of stations and local unions for general insistence that all contracts be rushed through to completion began early in December when the IRNA committee realized that the Dec. 15 deadline could not be met and asked each station which had not yet signed a contract to inform the committee of the exact cause of delay [BROADCASTING, Dec. 15]. With these answers and similar data collected by AFM from its locals as a concrete starting point, IRNA committeemen and AFM officials met Dec. 15 and 16 and mapped out their plan of procedure, setting Dec. 22 as the next deadline date. Again the time proved too short to round up enough contracts to complete the deal, but when the groups reconvened on Dec. 22 sufficient progress had been made to convince them that the end was in sight. That evening the teletypes of the NBC, CBS and Mutual carried the following message to all stations:

"All but a few dozen affiliates have either signed contracts with musicians locals or are now actively negotiating and contracts practically assured. Owing to holiday season it is impossible to expect completion this week. In fairness to vast majority of affiliates who are showing good faith, Weber has agreed at the request of the committee to close this matter finally Jan. 3, 1938. Please cooperate by completing contracts before that date if not yet closed."

The message was signed by Samuel Rosenbaum, WFIL, chairman of the IRNA negotiating committee, and E. J. Gough, who continued with his work as committee Secretary despite his resignation as vice-president and general manager of Hearst Radio two days earlier.

Delay in Smaller Cities

Queried by BROADCASTING as to the delay, Joseph N. Weber, AFM president, answered that the affiliate stations were not at fault but that the blame lay with the committees for not allowing ample time between reaching their own agreement and their early deadlines. There were many points that needed explaining to the stations and the local unions, he said, and to clear up all the misunderstandings took longer than had been anticipated. This part of the job has been practically completed, he said, and added that as of Dec. 27 he had received contracts covering 95% of the country's larger cities, with only the smaller places proving dilatory.

The anticipated trouble with the stations in the Northwest had been successfully ironed out, it was learned, and a majority of contracts from Seattle and Spokane

(*Continued on Page 63*)

Returns to Omaha

DON SEARLE

Searle New Head Of Central States

Named to Fill Post Vacated By Resignation of Henry

DON SEARLE, general manager of WIBW, Topeka, and one of the Midwest's best known broadcast executives, on Jan. 1 will assume the general management of the Central States Broadcasting System, operating KOIL, Omaha, and KFAB-KFOR, Lincoln, Neb., with headquarters at KOIL. He thus returns to the station which he helped found in 1925 and which he and his family once owned. He succeeds John M. Henry, who has resigned to devote his time to his writing activities which include contracts with three newspaper syndicates.

Mr. Henry

Mr. Searle's resignation from the Capper-owned station at Topeka was announced Dec. 24 at the annual Christmas party of the station's staff. His appointment to the Central States post was made by the directors at their meeting a few days earlier. The directors of CSBS, whose three stations are partially owned by the *Lincoln Star* and *Nebraska Journal*, are Charles Stuart, Joe Seacrest, C. L. Carper and Frank Throop. The Central States group also holds an option for the purchase for $55,000 of WAAW, Omaha, which pends FCC approval.

Mr. Searle left KOIL in 1933 to accept the post with the Capper station. He holds no interest in WIBW but controls KMMJ, Clay Center, purchased about a year ago along with a weekly newspaper, the *Clay Center Sun*. He also is a minority stockholder in KANS, Wichita, along with Herb Hollister, KANS manager, one of his closest friends.

Few staff changes are contemplated, and Reginald Martin is expected to remain in charge at Lincoln.

Mr. Henry has been with Central States for six years. In 1931 he was named studio director of KOIL and in 1932 he was promoted to manager. Later he was also assigned supervision of the Lincoln stations. During the six years he has been with the organization, it has grown from a staff of 30 to 179. He has held the general managership under three different owners.

Mr. Searle has already completed arrangements to move his family to Omaha. Succeeding him at WIBW is Ben Ludy, who will be both manager and commercial manager.

Christian Herald Series

CHRISTIAN HERALD Magazine, New York, on Jan. 2 starts Dr. Daniel B. Polling on two Inter-City network stations, WMCA and WIP, Sunday, 3-3:30 p. m. The campaign may be extended as far west as Chicago. Blackett-Sample-Hummert, New York, is agency.

A UNIQUE form of Christmas greeting was adopted by NBC in sending 12-inch recordings carrying on one side a message from President Lenox R. Lohr in his own voice and on the other a Christmas carol.

FCC to Boost Regional, Local Powers

By SOL TAISHOFF

Horizontal Increases to 5,000 and 250 Watts Night Will Conform to Havana Treaty; Craven Explains Agreement

TO PAVE the way for the full scale introduction of the Havana broadcast treaty, the FCC is expected to revise its rules governing broadcast station operation within the next month, and among other things will allow horizontal increases of regional station night power from 1,000 to 5,000 watts and of local stations from 100 to 250 watts.

Commissioner T. A. M. Craven, who headed the American delegation to the Havana Conference and who was the parley's moving spirit, indicated the FCC would promptly consider changes in its rules in the hope of having the framework laid for promulgation of the treaty, once ratification is forthcoming from the four principal nations. The terms of the agreement, which will signalize a far-reaching revamping of the broadcast band within the next two years, specify night powers of 5,000 and 250 watts, respectively, for regional and local stations.

Similarly, they specify that on Class 1-A clear channels power shall be at least 50,000 watts. The existing rules of the FCC prescribe 50,000 watts as the maximum power [BROADCASTING, Dec. 15]. WLW, now using 500,000 watts power, is doing so on an experimental basis in such fashion as not to conflict with the rules now in force in this country. Comdr. Craven stated that the treaty specification on power was necessary in order to accommodate the existing situation in Mexico, one of the parties to the treaty.

A Remarkable Task

Meanwhile, reaction to the agreement reached in Havana, which was published in its essential details exclusively in the Dec. 15 issue of BROADCASTING, generally was highly favorable. There were discordant notes from certain groups, based on coverage limitations which might be invoked as a result of the treaty and from certain stations which felt their assignments would not be improved while those of competitors might be.

Criticism, however, had not become sufficiently voluable to indicate any concerted movement against the treaty. On the whole, sentiment appeared to be that the conference had done a remarkably effective job in getting the North American nations together for the first time in an amicable broadcasting agreement and also in preserving the priority status of every one of the more than 700 stations in the country.

At a press conference Dec. 20, Comdr. Craven outlined in detail the scope and effect of the agreement. He said that the price paid by the United States to accomplish the favorable result was that of sliding regional and local stations, for the most part 30 kilocycles upward, while certain clear channel stations as well as high power regionals are moved from 10 to 40 kilocycles. He pointed out that all of the 63 stations now assigned to clear channels retain such positions under new classifications, and that a group of time-dividing clear channel stations are in a position to get full time.

More important was the commissioner's statement that the treaty is sufficiently flexible to care for all of the 700 stations now in operation. Moreover, he emphasized that the degree of flexibility allowed probably would give the Commission sufficient leeway to rectify certain conditions that might be held inordinately prejudicial to the interest of particular stations.

Pending applications for broadcast facilities, which already have been heard and which might be in conflict with terms of the treaty, probably will be considered by the FCC on the basis of the showings made.

Policy of FCC

Should a pending application be in direct conflict with allocations of frequencies to other nations, such as, for example, the abandonment of 1010 kc. by the United States for assignment to Canada, it is presumed the Commission will seek to select some other channel as an alternative which would fit into the new allocations scheme.

While no definite policy has yet been established, it is assumed that applications not yet heard but seeking facilities which would be affected by the treaty, either can be amended by the applicant or else considered by the FCC in the light of the new assignment of the particular channel. In other words, should a pending application for 950 kc. be before the FCC, it might consider that application as one for 980 kc., since all stations on that wave would move to the new channel anyway. Such questions as these, it was said, must be defined as a policy proposition by the FCC at some future time.

It is not likely that many stations will be forced to great direct expense by virtue of the impending realignment which, it is hoped, will become effective within 18 months or two years. The shifts in frequency ranging from 10 to 40 kc., but most of which are 30 kcs. upward, it was stated, should not require installation of new antennas, since the standards now specified by the FCC would likely meet requirements for the frequency shifts in practically all cases. All stations changing frequencies, of course, must change their crystal oscillators but this is not an expensive item.

Adequate Protection

The substantial group of regionals slated to increase power to 5,000 watts will simply be required to limit interference to the 2½ millivolt contour, both supplied to and received from stations on the same channel. Thus, Comdr. Craven pointed out, they will have the same degree of protection as they have with 1,000 watts or lower night power. But with the increased signal they will be in a position to afford greater intensity of service in their present primary areas. Local stations which increase to 250 watts at night will be afforded protection to their 4 millivolt line at night.

The trend toward use of directional antennas will become more marked with the introduction of the new allocations because of the protection standards specified. Moreover, with duplication to occur on all clear channels save those in the 1-A category, the requirements for directional radiators will be increased on those channels.

As for its new rules and regulations, the FCC staffs, both legal and engineering, have been working on them for a number of months. Now, with the Havana agreement reached, it is considered likely they will be promulgated within a month, possibly by the end of January. However, actual frequency shifts may not be required for some time to come.

That expeditious action is contemplated by the nations involved, to make possible the revision of allocations at the earliest practicable date, was indicated Dec. 21 when President Frederico Laredo Bru, of Cuba, in a message to the Senate, recommended immediate ratification of the Inter-American Convention and immediate ratification of the North American regional broadcasting agreement signed during the convention.

With the abolition of the 1010 kc. regional channel, which has been assigned to Alberta, Canada, preliminary provision is made in the agreement to care for the stations on it. WHN, New York, will go to the 1050 kc. channel with more power; WNOX, Knoxville, is slated to go to the 990 kc. channel; KQW, San Jose, Cal., goes to 740 kc., and KGGF, Coffeyville, Kan., and WNAD, Norman, Okla., time-sharing stations, are destined for assignment on the 690 kc. channel, which is a 1-A channel assigned to Montreal.

The intention of stations in Mexico to use superpower, possibly up to 500,000 watts on certain of its Class 1-A channels, was indicated during the Havana sessions. For example, XEW, Mexico City, likely to operate either on 730 or 900 kc., both of which are Class 1-A channels in Mexico City, indicated through its owner, Emilio Ascarraga, it planned to begin construction possibly of a 200,000 to 300,000 watt station which would be so built as to make possible 500,000-watt operation.

Border Stations

In this country, policy on use of superpower remains to be established by the FCC. Under the so-called Craven-Ring report, issued last January and based on extensive broadcast hearings, the feasibility of superpower technically is recommended but the question of policy with respect to it was referred to the FCC. Presumably this will be considered shortly by the Commission.

It is not considered likely that stations in either Canada or Cuba plan superpower at once. There was no indication of it at the Havana sessions. In Mexico, however, ample funds appear to be available for that purpose. Whether building of superpower stations in other nations on the Continent would have any affect on their authorization in this country is problematical.

Comdr. Craven pointed out that the matter of Mexican border stations, and also of stations in Cuba operating on channels allotted this country or in between them, must

(*Continued on Page 30*)

AMERICA'S FIRST—Mobile television station was delivered to NBC recently for experimental outdoor televising. One truck provides operating positions on its roof for Iconoscope cameras and special NBC parabolic microphones, while a "trolley" antenna for relay broadcasts to Radio City tops the second truck. This unit will be operated by NBC in connection with its experimental Empire State television transmitter.

Radio Listening Favorite Recreation

'Fortune' Finds 88.1% Of American Homes Have Receivers

THAT 88.1% of all American homes have radios and that listening-in has become the most popular form of recreation in America, are facts determined by the Fortune Quarterly Survey and published in the January issue of *Fortune* Magazine. The total number of men and women who preferred listening to the radio to all other forms of recreation was 18.8%. Second in the list came the movies with 17.3%, while in sixth place was the reading of newspapers.

In listing radio personalities who rank highest as the people's favorites, *Fortune* commented:

"Particularly to be noted is the fact that while reading newspapers is the favorite pastime of 7.1% of the population, news broadcasts elbow their way to third place among a multitude of programs that are designed for pure entertainment value and Commentators Boake Carter, Lowell Thomas and Edwin C. Hill have a collective personal following of 16.5% of the listeners.

Northeastern Favorites

"In the Northeast, Lowell Thomas and Boake Carter actually rank in first and second places with Jack Benny third—in spite of the fact that the daily press in this section probably reports world news better and more abundantly than elsewhere. This has significant bearing upon journalism, for it seems to mean that world news edited by the town criers of the air has a much readier acceptance than news in cold print. Conceivably the freedom of the press may come to be an issue more academic than real."

Of particular interest to broadcasters is the analysis of answers to the question "Do the advertising parts of radio programs annoy you?" Commercial announcements do not annoy 38.1%, do annoy 15.1%, and some of the announcements annoy 44.7%. Forty-nine per cent said that they would use their radios more if there were less advertising and 42.2% said they would not.

In connection with an article on the NBC Toscanini series which began Christmas night, the *Fortune* survey showed that 42.5% preferred popular music, 21.5% classical, 31.3% both and 4.7% neither. It was concluded that more than half of the United States likes to listen to classical music and that more than one-fourth can identify Toscanini. The survey concluded that 88.1% of all U. S. homes, including more than half of the negro homes, have radios.

Gallup Survey

Results of the Gallup survey indicate that America's ownership of radio sets as of Jan. 1, 1938, was 24,206,000, or 77% of the nation's estimated 31,500,000 families. Compiled by the Institute of Public Opinion under the direction of Dr. George Gallup, director of research for Young & Rubicam Inc. and head of the Institute [BROADCASTING Dec. 15], survey figures show that 85% of urban families are radio owners, while only 56% of farm families and 78% of the families in towns under 2,500 population own sets. The highest concentration of sets occurred in urban communities along the eastern seaboard and the lowest was found in rural areas of the South.

The estimate shows an increase of approximately 6% since the estimate made two years ago by the Joint Committee on Radio Research which indicated 22,869,000 radio families in the United States.

The *Fortune* Quarterly Survey indicated the following favorite radio programs and personalities:

	Favorite Program
Jell-O (Jack Benny)	8.7%
Major Bowes	6.9
News broadcasts	6.6
Chase & Sanborn (Charlie McCarthy)	5.8
Ford Sunday Evening Hour	4.3
One Man's Family	4.2
Lux Theatre	3.5
Kraft Music Hall	3.3
Amos 'n' Andy	3.0
Gang Busters	2.5
Fibber McGee and Molly	2.4
Lum and Abner	2.3
Texaco (Eddie Cantor)	1.9
Lucky Strike Hit Parade	1.8
All others	42.8

	Favorite Personality
Jack Benny	10.7%
Boake Carter	7.1
Lowell Thomas	5.9
Eddie Cantor	5.5
Bing Crosby	5.4
Major Bowes	4.6
Bob Burns	4.3
Nelson Eddy	4.0
Edwin C. Hill	3.5
Charlie McCarthy	3.0
President Roosevelt	2.7
Gracie Allen	1.9
Fred Allen	1.4
Edgar Bergen	1.3
Lum and Abner	1.0
Rudy Vallee	.9
All others	36.8

Percentages of favorite recreations were listed by *Fortune* as follows:

	Total	*Men*	*Women*
Listening to radio	18.8%	15.3%	22.4%
Going to movies	17.3	11.3	23.5
Magazines and books	13.8	8.6	19.2
Hunting or fishing	11.0	18.1	3.7
Watching sport	10.4	16.2	4.4
Reading newspapers	7.1	8.6	5.5
Playing outdoor games	6.6	9.3	3.8
Cards, indoor games	5.3	4.6	6.1
Legitimate theatre	3.7	2.4	5.0
All others	3.5	3.2	3.8
Don't know	2.5	2.4	2.6

Gallup Survey of Radio Homes

Section	*Rural Farm*	*Rural Non-Farm*	*Urban*	*Total*	*% by Geographical Section*
New England Me., N. H., Vt., Mass., R. I., Conn.	103,853	325,311	1,486,427	1,915,591	92%
Mid-Atlantic N. Y., N. J., Pa., Del., Md., W. Va.	433,421	1,145,260	5,047,931	6,626,612	88
East Central Ohio, Ind., Ill., Mich.	683,319	824,498	3,472,594	4,980,411	86
West Central Wis., Minn., Ia., Mo., N. D., S. D., Kan., Neb.	1,012,430	706,257	1,553,000	3,271,687	79
South Va., Ky., Tenn., N. C., S. C., Ga., Fla., Ala., Miss., Ark., La., Tex., Okla.	1,194,710	1,076,357	2,051,576	4,322,643	52
Rocky Mount. Colo., Wy., Mont., Idaho, Nev., Utah, N. M., Ariz.	212,768	229,683	309,130	751,581	80
Pacific Coast Cal., Ore., Wash.	263,775	412,018	1,516,876	2,192,669	88
D. of C.	------	------	145,522	145,522	
NATIONAL	3,904,276	4,719,384	15,583,056	24,206,716	
Pct. Radio Families By Groups	56%	78%	85%	Nation 77%	

Fr. Coughlin Completing Plans for New Program To Take the Air Jan. 9

PLANS are nearly complete for the start of the new Fr. Charles E. Coughlin series, which will go on the air Jan. 9, according to present plans. However, time has not yet been cleared on several stations, and the exact starting time is not yet assured. The lineup of stations may be that originally slated to carry the talks before they were cancelled in October. This hookup included 36 stations, almost all east of the Mississippi. Most of the Quaker State Network, the Colonial net, and much of the WLW line were included in this hookup.

Original plans had indicated the likelihood of an evening program during the week, something entirely new in the programming of the radio priest. However, it was found that Sunday afternoon time was probably available, and since then planning has developed along those lines. The placing is through Aircasters Inc., Detroit agency. Leo Fitzpatrick of WJR, Detroit, Fr. Coughlin's radio adviser for some time past, is again helping him.

Editors Choose Stars

CHARLIE McCARTHY won the recent radio poll of 400 radio editors conducted by *Motion Picture Daily* as the "outstanding radio star of 1937." Jack Benny, who held the 1936 title, remains in first place as radio's best comedian with Charlie in second place and Fred Allen running third. The *Lux Radio Theatre* was voted the most popular dramatic serial and the best popular orchestra was that of Andre Kostelanetz. In classical music the New York Philharmonic led the list with the Philadelphia orchestra a close second in the polling. Don Wilson repeated his 1936 victory and was chosen the best announcer of 1937. The voting for "best commentator", which title was won by Boake Carter, would have placed President Roosevelt high in the list had votes for him counted in the poll.

College Students Listen Faithfully To Air Programs

CBS Survey Shows 95% Have Regular Access to Sets

COLLEGE students are among the most faithful listeners to radio, yet relatively few of them permit it to interfere with their studying even though they listen up to three hours per day.

These facts were ascertained by CBS in a survey conducted among representative groups from every class, freshman through senior, at 18 colleges and universities. The findings have been published in a pamphlet *Radio Goes to College* released to CBS stockholders.

The survey showed that over 95% of all students today have regular access to radio; 64.4% of the men students and 54.3% of the women students, it was also disclosed, have their own radios in their rooms. The other students listen regularly in dormitory "common rooms" at fraternity or sorority houses, in their friends' rooms, etc.

"Frankly," reports CBS, "we were surprised at the answer. Surprised because we had in mind the demands of classroom and study, of intramural and intercollegiate and social activities."

How They Listen

It was found that the average male student reported listening to the radio 3 hours each day, the average woman student 2 hours and 52 minutes. The bulk of listening is done in the evening, but there was an average of almost a half-hour of morning listening and 45 minutes of afternoon.

Of all the students interviewed, the report continues, 65.3% said they listen frequently for entertainment and relaxation, 26.4% occasionally for the same purpose; 33.5% to special events, cultural and informative programs; 41.2% occasionally to these—thus paralleling quite closely the division of the entire broadcasting schedule into these categories and showing that students listen in balanced fashion.

When asked to name their favorite programs, students mentioned more than 700 different programs and CBS proudly points out that 15 of the top 25 selected were CBS features. In asking how radio might conflict with or overlap periods of study, the survey showed that while some overlapping takes place most students seldom or never listen while studying. The exact figures were:

Listen:	*Men*	*Women*	*Total*
Frequently	18.8%	19.7%	19.1%
Occasionally	19.7	19.5	19.6
Seldom	23.7	21.8	23.0
Never	37.8	21.8	38.3

The 18 institutions where the survey was made were Bryn Mawr, Wellesley, Smith, Northwestern, Syracuse, Vanderbilt, and the state universities of Kansas, Louisiana, Michigan, Minnesota, North Carolina, Pennsylvania, Ohio State, Princeton, Southern California, Texas, Washington and Wisconsin.

ELLIOTT ROOSEVELT, vice-president of Hearst Radio Inc., is scheduled to discuss facsimile broadcasting before the convention of the Oklahoma Press Association in Oklahoma City, Jan. 20-22.

BIG, YES! — BUT MODEST

BEING reasonably modest guys, the hardest job we have here at WHO is to tell you about the really tremendous job we're doing, *without* seeming to "pile it on". And yet the story must be told — not to blow ourselves up, but primarily to *let you know what you can expect from us*. . . . So, modesty aside—

The fact is that WHO covers IOWA *PLUS* because we give you nearly 90% of the nighttime power of all the *twelve* Iowa commercial stations *combined* . . . — *the fact is* that the other eleven stations would cost you in the proportion of over $3.50 for every $1.00 spent with WHO . . . — *the fact is* that for every 600 listeners in Iowa, WHO has an additional 400 in other states—with heaviest concentration, of course, in the surrounding Corn Belt — the *PLUS* of "Iowa Plus".

The diagram at the right tells the story about power and costs in Iowa. Shall we send you some mail-return maps, too?

WHO operates on a clear channel, at 50,000 watts, full time. The combined nighttime power of all eleven other commercial stations in Iowa is 6,400 watts . . . . The cost-figures speak for themselves.

WHO for IOWA + PLUS

DES MOINES — 50,000 WATTS

J. O. MALAND, MANAGER . . . . . FREE & PETERS, INC., REPRESENTATIVES

Band Leaders May Kill Golden Goose—*An Editorial*

THE musicians, it appears, finally have made their "radio killing" to the tune of about $3,000,000 additional a year. And now the line appears to be forming on the right—the array of other groups who earn their livelihoods from broadcasting and who currently are having their preliminary flirtations with union organizers.

As a matter of fact, the technicians already are fairly well organized, largely under the CIO banner, and announcers, particularly in the major centers, seem to be gearing themselves for a campaign.

There really isn't any limit to the extremes to which these and other groups in broadcasting may go to extract more dollars from the industry. The idea, of course, sprang from the phenomenal success of ASCAP five years ago in completely subjugating broadcasters by demanding—and procuring—a percentage of station gross receipts for the right to perform ASCAP music, despite the fact that perhaps half of the program time and as much of the revenue has no relationship whatever to ASCAP-controlled music.

Keeping in mind that these unionization activities are very real, we would like at this time to divert attention to another incipient ASCAP-like movement and to advance suggestions for possible counter-activity. It has to do with the performance of phonograph records and the organized efforts of some "performing artists" to collect royalties from stations for such performances.

We choose this, because several important recording artists have assisted us in writing this dissertation. Several suits against stations to enjoin them from performing their recordings have been launched by such band leaders as Waring and Lyman and by the crooner Frank Crumit, as well as others. These were instituted by the National Association of Performing Artists, of which Waring is president. Then there is the American Society of Recording Artists, which seeks to collect from stations, according to their power classifications, from 5 to 15 cents per side per performance, obviously working hand-in-glove with NAPA.

But there hasn't been any final adjudication in the courts of this issue; consequently the right to collect royalties has not been established. Only in Pennsylvania, in the case of Waring vs. WDAS, has there been an adjudication — against the station — preventing it from performing Waring records without his permission.

What are the facts about radio performances of these records? Practically every prominent orchestra in the country today owes its position to the "radio buildup". Phonograph record performances, notably over the smaller stations, have been largely responsible. The popularity thus attained has resulted in the retention of such bands on network sponsored programs, but more than that, in their booking at fancy figures in vaudeville performances by nationwide circuits.

Don't take our word for it. "Fats" Waller, the colored crooner and pianist, says that before his records were performed on the air he had never played in a "white theatre". Now he is being booked at $7,000 to $8,000 per week all over the country. And he says: "Please, radio, keep playing my records."

Mal Hallett says he is heartily in favor of radio performance of his records and he agrees "that records that have been broadcast have made many a leader very popular."

Paul Pendarvis asserts he appreciates the fact that performance of his records creates a demand for his band, and requests that, at all times when his recordings are broadcast, his name be mentioned.

Johnny Johnson also "appreciates the publicity received from radio stations broadcasting our records." And Kay Kyser says that he has not yet made up his mind, but that he offers no objection at this time to use of his recordings.

Which brings us to our point: If the members of NAPA and of ASRA object, as they do, to performance of their records by radio, there isn't any reason why stations should not acquiesce. Radio would be pleased to refrain from giving them the buildup.

Leaders who are not members of the associations and who do not object to use of their names, of course, can be given the publicity accruing from announcements of their renditions.

And some broadcasters suggest that stations might go a step further. They might elect to discontinue to broadcast music of protesting orchestras picked up and fed on a sustaining basis through networks! After all, why should stations popularize individuals who have publicly proclaimed their intention to combat radio even to the extent of taking court action? There are plenty of high quality transcriptions available, and in addition plenty of band leaders who do not take the same position as some of their colleagues—who owe their success almost entirely to radio.

We hazard the guess that it wouldn't be long before the recalcitrants realized their folly and voluntarily lifted their self-imposed ban!

CBS 1937 BILLING BOOSTED BY 24.4%

CBS figures for the record-breaking 1937, as compared with 1936, reveal a 24.4% increase in gross billings, increases in total billings for 13 different industries and a 25.9% greater average expenditure per client. Total 1937 billings were $28,828,058, an increase of $5,659,910 over 1936.

The $8,728,312 spent for daytime gross billings in 1937 almost doubles the amount spent for morning and afternoon advertising in 1936. Soaps and household supplies gained 83.6% over 1936; cigars, cigarettes and tobacco, 64.6%; automotive accounts, 54.6%.

Following is a detailed classification by industries, the December, 1937, totals being estimated:

	1937	*% Increase*
Automotive	$3 918,775	54.6%
Tobacco	5,026,376	64.6
Confectionery, soft drinks	1,490,810	25.1
Drugs, toilet goods	5,037,070	3.1
Financial, insurance	450,105	350.1
Foods, food beverages	6,441,120	23.5
Home furniture	422,555	6.9
Lubricants, fuel	2,048,354	28.1
Machinery	113,780	38.1
Radios	817,520	5.6
Laundry soaps, household supplies	2,401,237	83.6
Stationery, publishers	158,235	108.0
Travel	37,708	137.9

Average expenditure per client: 1936—number of advertisers, 87; average expenditure per client, $257,292. 1937—number of advertisers, 89; average expenditure per client, $323,911.

Recordings May Be Transported Abroad Under Decision by Appellate Tribunal

A RULING which appears to have the effect of permitting indiscriminate transportation of phonograph records and transcriptions across international borders without prior authority of the FCC was handed down Dec. 16 by the U. S. Circuit Court of Appeals in New Orleans in the case of Norman Baker, ex-American broadcaster now identified with the Mexican border station XENT, across from Laredo, Tex.

In deciding Baker's appeal from the decision of the District Court in Laredo which held he had violated the Communications Act and particularly the provision designed to prohibit transportation of recordings without FCC authority, the three-judge circuit court reversed the lower court. In effect, it held that the statute was too vague and indefinite and that it did not apply to recordings made on the American side and then physically transported across the border.

Merits Not Affected

The court did not go into the merits of the indictments against Baker and his associate E. R. Rood, but simply based its reversal on the conclusion that the statute was not properly construed below. Section 325 (b) of the Communications Act was involved. It reads: "No person shall be permitted to locate, use or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon application therefor."

Holding that the defendants had no place and no apparatus in Texas for "reproducing the sound waves" and that they only recorded them there, the court added that it may be that what was done was "intended to be prohibited, but the intention is not expressed with the clearness that is required in a penal law." Then it concluded that the law as written, "does not prohibit the recordation of sound waves in the United States and sending the record to Mexico to have the sound waves there reproduced and broadcasting."

In the proceedings in the lower courts, the defendants were convicted of violation of the law. While licensed in the name of a Mexican corporation, Baker is recognized as the operator of XENT, broadcasting with reputed power on 150,000 watts on a mid-channel in the 910 kc. region.

ASCAP's Radio Melon

THE RADIO industry during 1937 accounted for approximately 62% of the gross income of the American Society of Composers, Authors & Publishers, according to John G. Payne, ASCAP general manager. Although complete data is not yet available, the 1937 gross income will total about $4,500,000, he said. In 1936 the ASCAP gross income was $4,400,000 with $3,600,000 distributed to its membership. To the membership will be distributed approximately $4,000,000 of the 1937 gross income. In 1936 ASCAP's income from radio was also 62% of its total.

National Biscuit on NBC

NATIONAL BISCUIT Co., New York, which has been sponsoring *Dan Harding's Wife* on WMAQ, Chicago, for the past year, on Jan. 3 will start sponsorship of the program on 13 NBC-Red stations. It has been heard on these stations on a sustaining basis. Agency is McCann-Erickson Inc., New York.

1938

Will Be a Good Year for WWJ Advertisers

The fundamental reasons why 1938 will be a good year for WWJ advertisers in Detroit are:

❶ Detroit, Wayne County, Michigan, is America's *third* market, measured by both payroll and personnel employed.

❷ Detroit's 3.67%* of the National payroll in business and industry is considerably higher in proportion to the number of people employed than that for any other major city except New York, indicating a high wage scale for this city's industrial workers.

❸ During 1937 industrial leaders in Detroit *actively* participated in an expansion program involving expenditures of $100,000,000!

❹ WWJ is Detroit's favorite radio station. Actual survey reveals that 39% of the homes of the city *prefer* WWJ to any other station in this important market!

Investigate the extraordinary possibilities offered by Detroit and WWJ before picking your *"must spots"* for 1938.

*1935 U. S. Census of Business, published in June, 1937

WWJ

Owned and Operated by The Detroit News • Member NBC Basic Red Network
920 Kilocycles—5000 Watts Daytime
5000 Watts Night—Temporary Authority F. C. C.

★

National Representatives

CRAIG & HOLLINGBERY, Inc.

New York • Chicago • Detroit
San Francisco • Kansas City • Jacksonville

Roosevelt Praises McNinch Progress

Voices Satisfaction as New FCC Chairman Makes Report

FOLLOWING luncheon with President Roosevelt at the White House Dec. 17, Chairman Frank R. McNinch of the FCC told newspapermen that the chief executive remarked he had done a "bully job" in cleaning up affairs at the Commission since taking over its helm as emergency chairman on Oct. 1. It was the chairman's first report on radio matters since he was drafted by the President to assume the chairmanship, although he has been consulted by the White House on numerous occasions since then in connection with public utility and power matters.

The President expressed "a great deal of satisfaction" with the results thus far accomplished, Mr. McNinch declared. He enumerated as the major achievements since the beginning of his service the abolition of divisions; the introduction of a policy whereby no suggestions may be made from the outside unless they are of record; the delegation of duties to individual commissioners in lieu of the division form of operation; and the high frequency allocations from 30,000 to 300,000 kcs.

Revision of Rules

With those preliminaries out of the way, the FCC plans to devote its major attentions to revision of its rules and regulations. It is confidently expected the revised rules will be available early in the new year. Of greatest significance, it is expected, will be technical revisions to permit increases in night power of regionals and locals to 5,000 watts and 250 watts, respectively, to conform with the terms of the Inter-American treaty on broadcasting worked out in Havana during the conference which ended Dec. 13. [See page 19.]

The FCC is expected soon to adopt procedure whereby individual cases, after hearing by examiners and oral arguments, will be assigned to individual commissioners for study and recommendation to the full Commission. This practice, followed in the courts, would mean that all commissioners, possibly by a rotation process, would be given cases in all phases of FCC jurisdiction, including broadcasting, telephone, telegraph and related matters.

Holiday Apple Series

WASHINGTON STATE Apples Inc., Seattle, Wash. (apples) staged a pre-Christmas campaign over approximately 25 key stations in the United States, employing one-minute dramatized announcements. The campaign started ten days preceding Christmas and concluded the day before. Agency is J. Walter Thompson, San Francisco.

Clairol Plans Spots

CLAIROL Inc., New York (hair rinse), now sponsoring *Let's Go Hollywood* weekly half-hour show on 8 stations of the California Radio System, will place transcriptions of the program on about 30 stations early in January. Agency is Wm. H. Rankin Co., New York.

1871-Judge Bingham-1937 | **1908-Pete Monroe-1937** *(at right)*

RADIO MOURNS—The passing of Judge Robert Worth Bingham, owner of WHAS (left), and Herman (Pete) Monroe, WHAS chief announcer. In the photograph above, one of the latest taken, Judge Bingham, who was U. S. Ambassador to the Court of St. James, is shown in the studios of the British Broadcasting Corp., broadcasting a speech being relayed to CBS, of which WHAS is an outlet. In the right photo, "Pete" Monroe is at the right, with Foster Brooks of the WHAS announcing staff, sending flood messages from the head of the Louisville & Portland Canal during the Ohio River flood disaster of last winter.

DEATH took its toll twice within as many days last month at WHAS, Louisville, when on Dec. 19 Judge Robert Worth Bingham, 66, American Ambassador to Great Britain, publisher of the *Louisville Courier-Journal* and *Times* and founder of WHAS, passed away at Johns Hopkins Hospital, and on Dec. 20 Herman F. (Pete) Monroe, 29, WHAS chief announcer, died in a Louisville hospital after suffering four days from a blood stream infection.

Less than a month earlier, Howard E. Campbell, WHAS chief engineer, was found dead Nov. 23 beside his automobile in his garage near the WHAS transmitter, overcome by carbon monoxide gas.

In the passing of Judge Bingham, who is succeeded as chief executive of the newspaper and radio properties by his son Barry Bingham, radio lost a pioneer and friend. It was in April, 1922, that Judge Bingham visualized "a radio telephone broadcasting station" for Louisville and its environs, and secured a license which specified "360 meters for broadcasting music and like matter; 485 meters for broadcasting weather reports." Always under his guidance, the station grew from 500 to 50,000 watts in power, becoming one of the country's most important outlets and enjoying particularly the esteem of its community. Judge Bingham always took a keen personal interest in the station and always encouraged its technical development, assigning his son to work under its manager, Credo Harris, shortly after he had left college.

A Pioneer Station

The same inspiration for public service that prompted Judge Bingham to give his community a radio station when the country had only a handful led to establishment of extension studios in Kentucky colleges and universities for regular broadcasts. It was his organization that carried on to do the emergency communications work handled by WHAS during the Ohio River flood in January and February, 1937. In recognition of its flood work, WHAS received the Columbia Distinguished Merit Award as well as the acclaim of President Roosevelt and the Red Cross.

So moved was Judge Bingham on receiving in London reports of flood conditions in Kentucky, that he hurried home to render what help he could. It was Judge Bingham who was selected as principal speaker at a mass meeting to bolster morale for the task of reconstruction, and it was Judge Bingham who, hearing WHAS praised by all speakers preceding him on the program, took occasion to pay tribute to the excellent work done by WAVE, the other Louisville station.

Monroe Won Plaudits

It was during the Ohio River flood that "Pete" Monroe gained his greatest fame. He and the rest of the WHAS staff alternated in broadcasting appeals for instructions to relief workers as the station remained on the air for 188½ consecutive hours. He had been an announcer for WHAS since May, 1931.

"Pete" Monroe's voice was stilled on the second anniversary of his marriage to June Cate, known throughout Kentucky for her fine horsemanship. He was associate editor of the *National Horseman* and counted among his friends many of the nation's celebrities in the horse show world as well as in radio.

WSYR Gives Bonus

WSYR, Syracuse, staged its annual family party Dec. 24 and distributed a profit-sharing bonus of $4,000 to the staff of 38, based on length of service and size of regular salary. In addition, the two women who have been with the station for the longest time were awarded two-week trips to Florida and each member of the staff received a turkey as well as smaller gifts.

Conti to Use Radio

CONTI PRODUCTS Co., New York, plans to use radio during 1938 for its castile soap, shampoo and olive oil cream. Agency is Bermingham, Castleman & Pierce, New York.

WPG 1130 SWITCH APPROVED BY CITY

AN AGREEMENT, subject to FCC approval, whereby WPG, Atlantic City municipally owned station, will switch its frequency from 1100 to 1130 kc. and 1,000 watts in lieu of its present 5,000 watts power, was signed Dec. 16 by Acting Mayor Frank B. Off, of Atlantic City, consummating several months of negotiations between Arde Bulova, New York watch manufacturer and broadcaster, and municipal officials.

A consideration of $75,000 to defray the cost of transfer of the present station to a new location, and to compensate it for installation of new equipment and other expenses, is involved in the transaction. Transfer of WPG to the 1130 kc. frequency would open the way for consolidation of WOV, New York 1,000-watt station now owned by Mr. Bulova, and WBIL, New York time-sharing station operating on the WPG 1100 kc. channel, also Bulova-owned as a full-time unit on 1100 kc. subject to FCC approval. WPG, now operating full time except for two important evening hours used daily by WBIL, would become a full time regional station under the projected plan.

Mr. Bulova has in mind creation of an Atlantic Seaboard Network, which probably would be called the International Broadcasting System, coincident with the procurement of a full-time outlet in New York City on 1100 kc. through the consolidation of the two stations and the WPG switch.

Pepsodent Perfects Plan To Start Mickey Mouse

WHEN the *Mickey Mouse Theater of the Air* starts under sponsorship of Pepsodent Co. (toothpaste), on Jan. 2, NBC will resume broadcasting from the studio theater in which it staged its first Hollywood network program approximately five years ago. The little theater is on the lot of RKO Radio Pictures Inc., where the NBC Hollywood studios were first quartered.

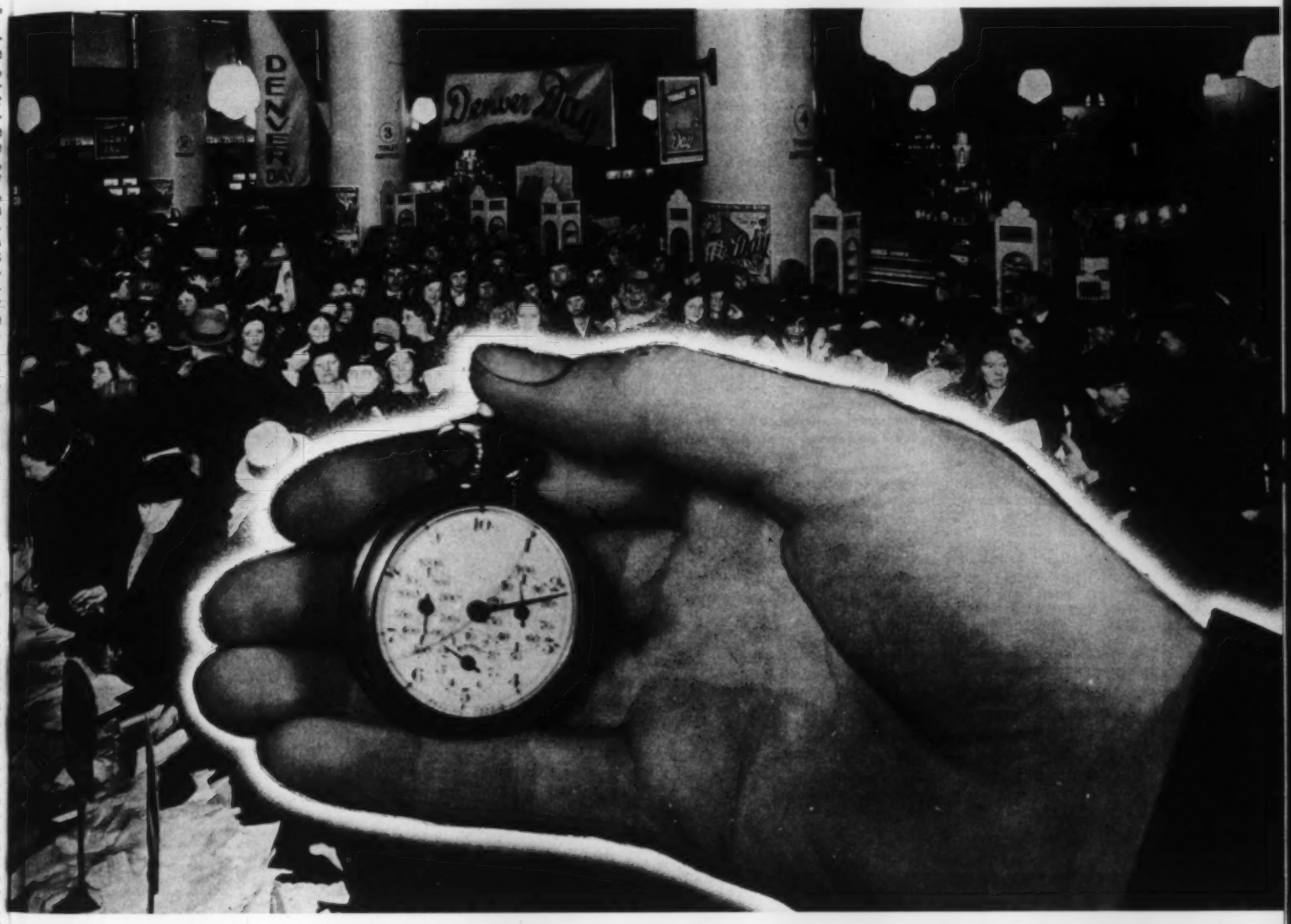
The program, to be heard Sundays, 2:30-3 p. m. (PST), on NBC-Red network, will include all the characters of the Walt Disney animated cartoons. Disney will be impressario of the series. Felix Mills is to direct the orchestra. They will be the only two persons on the weekly program given credit under their own names. Basil Loughrane, Lord & Thomas Chicago producer now on the West Coast, is to produce the series. Carl Stanton of the agency's Hollywood staff will assist. Dick Creedon, Ted Oslome and Glan Heisch are writers on the show. It is planned to transcribe the weekly program for release in England and Australia. Foreign language transcriptions are also being discussed.

Larvex Spring Spots

ZONITE PRODUCTS Corp., New York (Larvex moth-destroyer), will participate in women's programs on 37 stations during the spring house-cleaning season. Announcements will be made three days a week for eight weeks, beginning in the middle of March. Agency is McCann-Erickson, New York.

XUM

Listeners . . . . WHERE THEY COUNT!



KLZ delivers them to Denver Merchants!

In their stores is where Denver merchants tally radio listeners. Counting customers is their way of counting listeners.

The radio station which best turns listeners into customers and delivers them to merchants in most profitable numbers is the station you'll find most of them using.

Because KLZ is the station in Denver which delivers most customers to the sales counter, department, furniture, jewelry, men's and women's stores all spend more of their radio money with KLZ than with any other station.

This is weighty evidence that KLZ is the station in Denver which is meeting the exacting requirements of the most result-demanding of all advertisers . . . evidence that KLZ is delivering listeners where they count.

KLZ *Denver*

National Representative — E. Katz Special Advertising Agency

AFFILIATED IN MANAGEMENT WITH WKY, OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY

Baltimore Is New Westinghouse Site

Entire Radio Division, With Evans as Head, to Be Moved

THE entire radio division of Westinghouse Electric & Mfg. Co., headed by Walter E. Evans, will be moved on or about May 1 from Chicopee Falls, Mass., to Baltimore, where the company has purchased the old plant of the Miller Safe Co. at Wilkins Ave. and Catherine St., about four miles south of the downtown section toward Washington. An office and laboratory structure is already under construction, and the plant will be opened as soon as it is completed.

Mr. Evans

Sixty-five families, including all radio technicians, will be moved to Baltimore where all radio engineering, shop and sales activities will be centered. The plant will represent a weekly payroll of more than $12,000. Mr. Evans will continue his management of Westinghouse broadcasting activities from Baltimore, including supervision of the Westinghouse-owned but NBC-managed WBZ-WBZA, Boston-Springfield; KYW, Philadelphia, and KDKA, Pittsburgh, and also the Westinghouse-owned and operated WOWO and WGL, Fort Wayne, Ind.

Among the radio men accompanying him will be S. D. Gregory, assistant manager of broadcasting, J. B. Rock, Ralph Harmon, Arthur Goodnow and Leslie C. Paul.

Will Go to Cairo

Mr. Evans will sail Jan. 4 on the *Exeter* with the American delegation for Cairo, Egypt, to attend the International Telecommunications Conference. He expects to be gone until March 1 or later, after which the active work of preparation for the moving will begin. Mr. Gregory will be in charge of broadcasting during his absence.

While Westinghouse does not manufacture equipment for commercial broadcasting stations, it manufactures considerable apparatus for the government and at present is working on a large contract for radio range beacons. It is understood the move from Chicopee Falls was largely motivated by the necessity of being closer to Washington.

New Toledo Station

TOLEDO'S new broadcasting station, the 100-watt WTOL, a daytime outlet on 1200 kc., will go on the air on Feb. 1, according to Frazier Reams, president of the Community Broadcasting Co., licensee. Manager is M. E. Kent, formerly with WJBK, Detroit, and chief engineer is William Siegman, formerly with WXYZ and WJR, Detroit. The remainder of the staff has not yet been selected. Western Electric equipment is being used throughout, with a Blaw-Knox radiator. Maurice Johnson, young Toledo artist, is executing a 25x13-foot mural in the studios in the Bell Bldg. penthouse, expected to become one of the city's show spots.

American Group to Attend Conference At Cairo Is Appointed by the President

WITH allocations of ultra-high frequencies for broadcasting and related pursuits of greatest interest to the broadcasting industry, the International Telecommunications Conference, meeting each five years, will convene Feb. 1 in Cairo, Egypt. The American Delegation, named Dec. 17 by President Roosevelt, sails Jan. 4 on the steamship *Exeter*. The conference is expected to last about four months.

Delegates named by the President include Senator Wallace H. White Jr., (R-Maine), chairman; Capt. S. C. Hooper, Navy; Lieut. E. K. Jett, newly named FCC chief engineer, and Francis C. deWolf, Treaty Division, State Department.

Craven Going Later

Comdr. T. A. M. Craven, who headed the American delegation to the recent Inter-American Radio Conference at Havana [BROADCASTING, Dec. 15], has also been named a delegate but the pressure of his work in Washington has rendered it impossible for him to leave with the delegation sailing Jan. 4. He is trying to arrange his schedule to leave in latter January and to arrive in Cairo by Feb. 10. His selection followed initial plans to keep him at home to assist Chairman McNinch in the FCC reorganization task and in preparing new policies and new rules and regulations, but the State Department insisted that he be sent. This insistence grew largely out of the strong demand made by the Latin American countries at the Havana Conference, at which he was the leading figure, that he lead them as a bloc in protecting radio rights of the nations of the Western Hemisphere.

Technical advisors named are Lieut. Col. David M. Crawford, Army Signal Corps; Comdr. Joseph R. Redman, Navy; Comdr. J. F. Farley, chief communications officer, Coast Guard; L. H. Simson, communications specialist, Department of Commerce; E. M. Webster, acting assistant chief engineer; Gerald C. Gross, Chief of International Section, Marion H. Woodward, Senior Telegraph Engineer, and William G. Butts, chief of tariff section, all of the FCC. In addition, Joseph C. Satterthwaite, second secretary, American delegation, Bagdad, and Arthur L. Richards, American vice-consul, Cairo, were named secretary general and secretary respectively of the American delegation.

It is expected the delegation will keep in close contact with the FCC, probably via naval communications, during the conference.

Sailing with the delegation will be a number of representatives of broadcasting organizations and commercial companies in this country who will participate as observers. The networks are expected to delegate their European representatives as observers.

Possibly the most significant aspect of the conference from the broadcasting standpoint will be the allocation of high frequencies for broadcasting purposes. The Inter-American Radio Conference held in Havana during November and early December agreed to go to the Cairo sessions as a unit in support of certain principles of international allocation, including allocation of the band 25,000 to 27,000 kc. for broadcasting purposes.

Those already slated to attend the session as observers for commercial companies include E. K. Cohan, technical director of CBS; Dr. C. B. Jolliffe, chief frequency manager of RCA, to represent that company and its subsidiary, NBC, and Paul M. Segal, attorney and general counsel of the American Radio Relay League. In addition, communications company representatives planning to attend include Paul A. Goldsborough, president, Aeronautical Radio; C. J. Pannill, president Radiomarine Corp. of America; A. J. Costigan, traffic manager, Radio Marine; Loyd A. Briggs, and Harry Chadwick, both of RCA Communications stationed in London; Dr. Frank B. Jewett, president, Bell Telephone Laboratories; C. O. Bickelhaupt, A T & T assistant vice-president; Lloyd Espenschied, Bell Laboratories; S. M. Ryan, A T & T radio engineer; L. F. Morehouse, assistant vice-president at London of A T & T; H. H. Buttner, assistant vice-president, I T & T; Alexander Davidson, I T & T, London; B. H. McGurdy, A. M. Stevens, Capt. F. G. Loring, P. E. Erikson and Morgan Heiskell, for Commercial Cables; Haraden Pratt, Mackay Radio; K. B. Warner, executive secretary, ARRL; Walter C. Evans, Westinghouse E. & M. Co.

WIL Seeks Rehearing of Grant to *Star-Times*

A PETITION for rehearing of the appeal of WIL, St. Louis, from the decision of the FCC granting the *St. Louis Star-Times* a construction permit for a new regional station in St. Louis to operate on 1250 kc., was filed in the U. S. Court of Appeals for the District of Columbia Dec. 23 by counsel for WIL, Louis G. Caldwell, Donald C. Bealor and Percy H. Russell. The court last month suspended the FCC decision granting the *Star-Times* the facility (BROADCASTING Dec. 15).

The petition held among other things, that the court completely overlooked the WIL contention that the Commission failed and refused to consider WIL's petition for rehearing before it and that the court failed to note that WIL was not given any hearing upon its petitions, that neither of the petitions was denied or even considered but were simply dismissed for "a supposed want of jurisdiction".

Paley at White House

WILLIAM S. PALEY, president of CBS, visited President Roosevelt Dec. 21 at the White House. The nature of the conversation was not disclosed, but it is understood that broadcasting policy matters were not discussed in any detail. Mr. Paley, accompanied by Harry C. Butcher, CBS Washington vice-president, also visited Chairman Frank R. McNinch, of the FCC, whom he met for the first time, and other members of the Commission. President Lenox R. Lohr, of NBC, was a visitor at the White House the preceding week.

Michigan Network To Raymer Jan. 1

Group Enjoyed Best Season in 1937 Under WXYZ Leadership

WITH the naming of the Paul Raymer Co. to represent WXYZ, Detroit; WOOD, Grand Rapids, and the Michigan Network, it was announced that WWJ, Detroit, formerly represented by Raymer, had appointed Craig & Hollingbery to represent it in the national field. It was originally planned to have Paul Raymer take over WXYZ and WOOD on Jan. 15 but by mutual arrangement this was moved up to Jan. 1.

Michigan Network, whose six member stations other than WXYZ and WOOD will not be represented individually by Raymer, enjoyed its biggest season during 1937, the leadership of its key station (WXYZ) in showmanship and merchandising being reflected in the largest list of commercial accounts in its history. WXYZ was the subject of a series of photos in the Dec. 27 issue of *Life*. Its 1937 advertisers were:

Automobile Club of Michigan, Detroit.
Auto Owners Insurance Co., Detroit.
American Agricultural Chemical Co., New York.
SSS Tonic Co., Atlanta.
Roman Cleanser Co., Detroit.
Radio League of the Little Flower, Detroit.
Knox Co., Los Angeles (Cystex).
Practical Deisel Training School, Detroit.
Dunham & Ewell, Detroit (Tiger Zip)
Grand Valley Brewery, Sona, Mich.
Sun Ray Products Co., Grand Rapids (Wheat-Selex).
Nu-Nuts Products Co., Grand Rapids (cereal).
Buhl & Sons, Detroit (hardware and sports supplies).
Pfeiffer Brewing Co., Detroit.
California Syrup of Figs Co., New York.
Bernard Schwartz Cigar Corp., Detroit (R. G. Dun cigars).
International Harvester Co., Chicago (farm implements).
Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer).
Bunte Bros., Chicago (Tango candy bars).
Carter Medicine Co., New York (liver pills).
Chevrolet Motor Co., Detroit.
Detroit Creamery Co., Detroit (milk).
Ford Motor Co., Detroit (Ford and Lincoln cars).
Gordon Baking Co., Detroit (bread).
Hickok Oil Co., Toledo (gas and oil).
Hamphill-Deisel Schools, Detroit.
Socony-Vacuum Oil Co., New York.
Reid-Murdock Co., Chicago (Monarch foods).
American Gas Machine Co., Albert Lea, Minn. (Kitchenkook).
P. Lorillard Co., New York (Friend's tobacco).
General Mills Inc., Minneapolis (Wheaties).
United Drug Co., Boston (Rexall sales).
Refrigeration & Air Conditioning Institute, Chicago.
Graham Motor Corp., Detroit.
Hekman Biscuit Co., Detroit.
Peter Pan Bakeries, Detroit.
Chrysler Air Temperature Corp., Detroit (air conditioning).
Frankenmuth Brewing Co., Detroit.
Phillips Petroleum Corp., Bartlesville, Okla.
Farm Crest Baking Co., Detroit.
Olds Motor Works, Lansing.
Zenith Radio Dealers, Detroit.
Standard Oil Co., New York (Stanco).
Best Foods, New York (Nucoa).
Commercial Milling Co., Detroit (flour).
Smith Brothers Co., Poughkeepsie, N. Y. (cough drops).
H. J. Heinz Co., Pittsburgh (Rice Flakes).
Swift & Co., Chicago (Pard).
Goebel Brewing Co., Chicago.
Kosto Co., Chicago (Kosto dessert).
Quaker Oats Co., Chicago (Quaker macaroni).

New Pond's Program

LAMONT, CORLISS & Co., New York (Pond's), on Jan. 4 starts a new dramatic serial *Those We Love* on NBC-Blue network, to emanate from Hollywood. Written by Agnes Ridgway, the series will be heard Tuesdays, 8-8:30 p. m. (EST). It replaces *Husbands & Wives*. Agency is J. Walter Thompson Co., New York.

discover the Italian Market...
complete, economical coverage through
WOV
NEW YORK, 1000 Watts
WBIL
NEW YORK, 5000 Watts
WPEN
PHILADELPHIA, 1000 Watts
ITALO AMERICANS
LIVING ONE HUNDRED MILES AROUND THE CITY OF NEW YORK:
New York 1,200,000
Westchester 82,000
Connecticut 261,000
New Jersey 507,000
Philadelphia 350,000
Delaware 121,000
TOTAL 2,521,000
We know this market and we think we know how to sell your product to the Italo American consumer. For further detailed information, write or call, with no obligation on your part.
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Support for NAB in Changes Is Voiced From the Industry

Future Policy of FCC to Be Outlined by McNinch in Convention Address; Spence Drafted as Chairman

SPONTANEOUS support for the sweeping NAB reorganization plan projected last month by the special NAB committee assigned to that task has developed, with all signs pointing to adoption of a project along the line recommended at the 1938 annual convention, slated for the Willard Hotel, Washington, Feb. 14-16.

Mr. Spence

Heeding the committee's request for comments on the report, about a score of station operators already have written Philip G. Loucks, Washington attorney serving as committee counsel, wholeheartedly endorsing the plan. Numerous others have given their verbal assent. Suggestions, generally of a miscellaneous character, have advocated altering certain phases of the comprehensive project and will be considered by the committee at a meeting scheduled for Jan. 5, at which time the final report will be drafted for submission to stations at least 30 days in advance of the convention.

Interest in Speakers

Proposing retention of a paid president, abolition of the managing director's office, and creation of a half-dozen executive service posts beneath the new executive, the plan will come before the February convention for action. If it is adopted, then all present officers, including the board of directors, would automatically retire. A new slate of 21 board members, 15 designated from each of 15 radio districts into which the country would be divided, and six elected "at large" by the convention, would be voted in. The districts would hold their elections at the Washington convention, should the plan be adopted, so as to effectuate the new organization at once [BROADCASTING, Dec. 15].

While the reorganization plan is of fundamental significance, since it is generally recognized that unless one is adopted the NAB as such faces disintegration, with the network affiliated stations already pledged to form an association of their own, there nevertheless is intense interest in other phases of the convention agenda, notably the principal speakers.

Chairman Frank R. McNinch of the FCC for the first time will come face to face with broadcasters as a group, and he is expected to enunciate future policy in connection with broadcast regulation, covering such matters as programs, diversity of ownership and standardized methods of industry fiscal operation. From Chairman Burton K. Wheeler, of the all-important Senate Interstate Commerce Committee, in which radio legislation originates, the convention may receive a birds-eye view of the legislative outlook, and more particularly his ideas about treatment of all sides of public issues over the air.

The third possibility as a speaker is Bruce Barton, newly-elected Congressman from New York, chairman of Batton, Barton, Durstine & Osborn Inc., an author of note and already talked about as a possible Republican presidential nominee.

Spence Drafted Again

Returning to the convention fold after two years of absence is Edwin M. Spence, general manager of WBAL, Baltimore, who has been drafted for service as chairman of the convention committee. For five years—during the entire tenure of Mr. Loucks as managing director—he served in that capacity. The Reorganization Committee recommended that he again be designated for that post, and his appointment is a virtual certainty.

The reorganization committee, pursuant to the plenary powers given it at the special NAB convention in New York in October, recommended holding of the meeting in Washington on the February dates following its meeting in Washington Dec. 8 and 9. NAB board ratification is a virtual certainty. James W. Baldwin, NAB managing director, on Dec. 20 sent a memorandum to his board on these recommendations. He made no recommendation with respect to the dates, but added that he favored a city in the Midwest rather than Washington because it offered greater advantages to the majority of the members.

He recommended approval of the list of speakers proposed by the committee, and endorsed the suggestion for Mr. Spence as convention committee chairman.

Further study of revision of dues to defray the anticipated added cost of NAB operation under the reorganization plan is being pursued by a subcommittee of the Reorganization Committee headed by John Shepard, 3d, Yankee Network president. The plan proposed doubling of present dues to bring in $250,000 a year based upon income brackets of stations, with a minimum of $10 per month and a maximum of $500. It is felt, however, that a more workable system, probably beginning at $5 per month for stations doing less than $10,000 a year can be devised.

Members of the Reorganization Committee, in addition to Messrs. Shepard and Loucks, are Edwin W. Craig, WSM; Walter J. Damm, WTMJ; Ed Craney, KGIR-KPFA; Edward A. Allen, WLVA, and Mark Ethridge, WHAS, as an ex-officio member.

Michigan's Plans

THE State of Michigan has appointed Fred M. Randall Co., Detroit, as agency to handle the funds allocated by the State for tourist advertising. The legislature appropriated $100,000 to be used in 1937 and 1938. Very little of this money was used in 1937 when a hastily-placed series of spot announcements was aired over a limited number of stations. Although most of the appropriated money for next year of which the balance of the $100,000 allocation will be available, is already earmarked for magazine expenditure, the likelihood is that some will find its way into radio channels.

SURVEY FOR BANKS
Financial Advertisers Begin Radio Analysis

TO FIND out the reactions of bankers to radio advertising the Financial Advertisers Assn., Spokane, Wash., is conducting a broad survey among its members. Yet another purpose is to develop the survey into a portfolio that will assist any financial advertising man in building or improving a radio program.

The questionnaire being distributed by Jos. F. Cornelius, advertising manager of the First National Bank, Spokane, is both searching and inclusive. Not only does it seek to learn the number of banks now using radio, but it inquires as to program length, stations selected and listener response. Questions concerning the merchandising of programs and promotional material are also included.

"Do you believe radio advertising should be a part of a well rounded advertising program for most banks," the questionnaire asks. "Please list on the reverse side the names of banks and financial institutions that to your knowledge are using or have used radio, mentioning the name of the person in charge of the program, if known to you. Also, please attach to this questionnaire a copy of one of your continuities and several commercial announcements."

TOSCANINI DEBUT ON NBC ACCLAIMED

ARTURO TOSCANINI, famed conductor, made his debut for the season at 10 p. m. Dec. 25 in the first of a series of 10 Saturday night broadcasts in which he is directing the new NBC symphony under a $40,000 contract. Both Red and Blue networks were linked for the broadcast, originating in Radio City before an invited audience of 1,400 and fed to nearly 150 stations as well as shortwaved to the rest of the world.

Some 23,000 requests had been received for seats in Studio 8-H for the Toscanini series. At the first of the 10 broadcasts, guests were given programs printed on silk. The guest list included famous opera and concert musicians as well as many persons prominent in public life.

New York music critics were enthusiastic in their praise of the Dec. 25 performance and the quality of the symphony as a whole, as well as the various instrumental sections.

WGVA Starts April 1

CONSTRUCTION of the new WGVA, Indianapolis, was scheduled to start early in 1938 under the direction of Glenn Van Auken, Indianapolis attorney who on March 9 last secured a construction permit authorizing the 1,000-watt daytime station on 1050 kc. RCA equipment has been ordered and the studios will be located in the Meridian Life Bldg., with the transmitter atop that structure. Mr. Van Auken has not yet selected his manager or staff. He expects to have the station on the air by April 1.

NAB Sales Group Plans Discussions

Will Meet in Washington Day Ahead of the Convention

THE NAB sales manager's group, renamed Broadcast Sales Directors, was completely revamped when the executive committee of the organization held its annual mid-winter meeting at the Hotel Sherman, Chicago, Dec. 16. To provide for more frequent meetings by sales managers and greater flexibility of the organization, 15 sectional groups were created whereas only six sectional groups existed in the past. Meetings will be held by the sectional groups during January, eliminating all preliminary discussion when the NAB convention is held in Washington Feb. 14. Realizing that the NAB reorganization will be the main topic of discussion at the Washington meeting, the sales manager's will convene in Washington a day ahead of the regular convention to consider their own problems.

Topics of Discussion

The following topics will be discussed at the sectional meetings: (1) what compensation should be given program and transcription production campaigns; (2) salesmen's compensation; (3) distribution of compensation between national reps and local salesmen; (4) rate structure: local, regional and national rates, (b) single rate, (c) time and hour discounts, (d) single rate, (e) contiguous rate for continuous programs only.

Regarding sales problems the following topics will be discussed: (1) How to keep salesmen working; (2) how to sell new ideas to salesmen; (3) salesmen's reports; (4) methods of sales promotion; (5) where do new ideas come from; (6) contests for new ideas; (7) selling new ideas to prospects; (8) selling department stores; (9) selling specialty stores; (10) selling small retail accounts.

The Chicago meeting called by Lew Avery, commercial manager of WGR-WKBW, Buffalo, who is chairman of the NAB sales manager's group, was attended by the following sales managers: W. W. Warner, WAAB; Purnell Gould, WFBR; Craig Lawrence, KRNT & KSO; Herb Hollister, KANS; J. Leslie Fox, KMBC; Charles C. Caley, WMBD; J. Burryl Lottridge, KTUL; William R. Cline, WLS; K. W. Church, KMOX; E. Y. Flanigan, WSPD.

Following are the sectional chairmen: W. W. Warner, WAAB; Jack Hammond, KYW; Purnell Gould, WFBR; Maurice Coleman, WATL, Jack Gross, KWVA; E. Y. Flanigan, WSPD; William R. Cline, WLS; J. Leslie Fox, KMBC; K. W. Husted, WCCO; Frank Bishop, KFEL; O. L. Taylor, KGNC; Charles Couche, KOIN; Charles Phillips, WFBL; Fred Palmer, KOY.

A NEW high-frequency experimental broadcasting station to operate on 40,300 kc. with 1,000 watts and to use both amplitude and frequency modulation, was authorized to Jansky & Bailey, consulting radio engineers of Washington, Dec. 22 by the FCC. The station will use a maximum band of 15,000 kc. for amplitude modulation and 200 kc. for frequency modulation in accordance with FCC rules.

MAKING A BIG JOB *Easier*

Equipment to fit the job makes short work—and lighter work of even the toughest assignments. And, because Station WTIC is a perfect fit for its job, it makes the business of reaching the Southern New England market not only easier but a lot more profitable for advertisers.

All of Connecticut and big sections of Western Massachusetts, Eastern New York and Vermont and New Hampshire are included in WTIC's primary and secondary coverage areas. This includes about 4,000,000 people —who rank, according to government figures, 15% above the national average in spendable income. They use this extra income to account for 23% more retail sales and 50% more food sales per capita than the country at large.

The way WTIC fits their listening habits is shown by Ross Federal's thorough check of these families. This survey found that at any given time 60.72% of these people can be expected to listen to WTIC—while only 24.37% listen to the next most popular station. This 149% greater coverage in the Hartford market is proving a mighty good buy in the experience of other national advertisers. It can prove profitable for you, too!

Write today for our new 32 page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market.

WTIC

50,000 WATTS

HARTFORD, CONN.

THE TRAVELERS BROADCASTING SERVICE CORP.

Member NBC Red Network and Yankee Network

Paul W. Morency, General Manager

James F. Clancy, Business Manager

National Representatives: Weed & Co.

CHICAGO DETROIT NEW YORK SAN FRANCISCO

Arguments Listed For Sale of WREN

Counsel for *Kansas City Star* And Station File Briefs

BRIEFS presenting arguments on the proposed purchase for $295,000 of WREN, Lawrence, Kan., by the *Kansas City Star*, operating WDAF, were submitted to the FCC Dec. 22 by Philip G. Loucks and Arthur W. Scharfeld, counsel for Kansas City Star Co., and George S. Smith and Harry P. Warner, counsel for R. R. Jackman, et al, owners of WREN. The briefs had been asked at the Nov. 18 oral arguments before the FCC.

Counsel for the *Star* interests took the position that acquisition of the station would not create or tend to create a monopoly in the Kansas City area, arguing that control of two out of seven stations in a metropolitan area is not a monopoly. A number of tables regarding newspaper ownership of stations as well as ownership or control of two or more stations in a community by the same parties were presented in an appendix.

The adverse examiner's report in the case, the brief continued, contravenes not only the policy of the FCC but also its orders dealing with multiple ownership of stations. Further it was stated that the examiner was without authority in law to reach a conclusion or make a recommendation involving a change in policy. Qualifications of the *Star* interests to operate WREN were listed.

FCC Power Limited

Counsel for present WREN owners reviewed the history of tangible and intangible factors involved in valuation of stations. They took the position that complete supremacy of FCC regulatory authority is best preserved upon the express understanding that the values in a station transfer are neither approved nor disapproved, but that only the new license is approved.

The Communications Act contains no express authority for FCC inquiry into values ascribed between the parties for the incidence of the Federal license, it was argued. The purchase price as a factual matter is not involved in the case, the brief continues, since the financial qualifications of the purchaser and the suitability of the proposed rate structure are entirely without adverse comment.

CBS Cornerstone Laying

CORNERSTONE laying ceremony of the new $1,750,000 CBS Hollywood studio building at Sunset Blvd. and Gower St., has been postponed to Jan. 18 because of the inability to clear network time for the broadcasting of the event. Donald W. Thornburgh, CBS Pacific Coast vice-president, will officiate at the ceremonies which will be broadcast nationally at the noon hour. Charles Vands, CBS Pacific Coast production manager, is to have charge of the program.

IN RECOGNITION of his having signed more than $1,000,000 in time sales during his 3½ years at WOR, Newark, George A. Schmidt, WOR salesman, was presented a handsome Longines watch at the regular weekly sales meeting of the WOR staff Dec. 20 by Theodore Streibert, vice president and general manager.

Drawn for BROADCASTING by Sid Hix

"Come, Miss Bakewell, I Think Your Cooking Club Fans Would Rather Have a Picture of You Baking a Cake!"

Regional Local Power Boosts

(*Continued from page 19*)

be decided by those nations under the terms of the treaty. Actually, however, he pointed out, such stations are eliminated under the terms of the treaty itself, since the precise location of each station in the clear channel category is specified. Only one "border" station in Mexico, that at Ensenada, 60 miles below the border in Lower California, is authorized under the treaty. The station there would be authorized to use 50,000 watts, Comdr. Craven said.

On the border situation also, Comdr. Craven declared that ruinous interference, particularly in recent months from Cuban stations operating on our lower powered channels, should be entirely averted. He expressed optimism over the outcome of the conference, not only because of the broadcast agreement but because in other phases of the negotiations most cordial relations were established which should auger well for improved diplomatic and commercial relationships with South and Central American nations. For example, he pointed out that the American nations will go to the Cairo Conference as a bloc for the first time in history. Thus, he said, one of the highlights of the conference was the fostering of Pan-Americanism".

Three Must Ratify

The treaty becomes effective a year after three of the four principal nations ratify it and the fourth signifies its intention of doing so. The latter provision was necessary, Comdr. Craven declared, because the Mexican Senate meets only once a year—in December—and it is impossible to procure ratification at this session. It is anticipated that the Mexican Ministry will indicate its willingness to ratify the treaty should the other three nations ratify it prior to next December.

Summing up, Comdr. Craven said that the conference negotiations, after overcoming serious obstacles, resulted in an arrangement whereby this country loses no stations, eliminates all existing interference of a serious character yet appeases the demands of Mexico, Canada, Cuba, Haiti and the Dominican Republic, as well as Newfoundland, for adequate broadcasting facilities, and above all, averts chaos in radio in North America.

In a formal statement issued at the press conference Dec. 20 Comdr. Craven stated:

"Of great significance is the fact that for the first time in history a decision was made to undertake cooperative action with respect to the radio needs of the Americas, because at this Inter-American Conference at Havana it was agreed that the nations of America would collaborate as an effective whole in asserting their common interest in a world-wide international radio conference."

In addition to purely broadcasting aspects, he pointed out that the conference made agreements covering application of radio to inter-American communications including aviation, police, fixed services, shipping and other services for which radio is useful. Since lines of communication are an essential auxiliary to trade, "it should appear to every thoughtful man that the Inter-American Conference at Havana is of significant importance to the people of the United States," he said. He added that facilities were made available for exchange of news among American nations in a manner that should enable "counter action" against detrimental effects of propaganda poured into South America from Europe. On broadcasting Comdr. Craven stated:

"The most controversial matter discussed at Havana was North American broadcasting. After a month and a half of strenuous negotiations, agreement was reached whereby the public of the United States can be assured of better broadcasting reception in the future by reason of the elimination of interference caused by high powered radio stations located in neighboring countries. Had agreement not been reached in this matter, both Pan Americanism and the rendering of good radio broadcasting service within the United States would have been endangered. Without such an agreement the technical conditions on our broadcasting channels would become chaotic by reason of the necessity of other nations to use our channels regardless of interference. Thus an industry was in danger. The fact that agreement was reached is considered an outstanding achievement because it is the first time this has been possible after several other attempts in the past few years.

"The actual price paid by the United States for the vast improvement expected in the technical phases of radio broadcasting within the United States is the shifting of the frequency assignments of our stations a few kilocycles or a few channels from their present assignment and in some instances the utilization of a directional antenna. The latter is a device developed recently to reduce interference. While this shifting will be a material inconvenience the effect thereof can be overcome in a relatively short period."

PROVING THAT—Sid Hix, BROADCASTING cartoonist, is wrong about home economists (see above cartoon), we present Jane Weston who conducts *Modern Home Forum* on WOWO, Ft. Wayne, Ind. Jane appears to be the answer to all who snort, "If she could only cook", and keeps the WOWO studios packed during her forums.

Newspaper Circulation Unhurt by Broadcasting

POINTING out that "in spite of the competition of news broadcasts, the newspaper is continuing to make headway in popular esteem," the Royal Bank of Canada in its December bulletin states that newspaper circulation in the United States and Canada during 1937 surpassed all previous records. While other lines of business slumped from 30 to 50%, the bulletin states, newspaper circulation in Canada dropped only 5% and in the United States only about 11%.

"Between 1926 and 1937," it is stated, "the gain in newspaper circulation in the United States amounted to 16%, and in Canada during the corresponding period the gain was 23%. It is notable that in Canada the rate of expansion during these 11 years was in excess of the rate of growth of population and that in the United States it was almost exactly equal to that growth."

It's the **FIRST** *in Alabama*

WBRC Birmingham

JOINS THE

NBC Red Southcentral

JANUARY 1ST 1938

WBRC, established in 1925, operates *full time* on a regional-channel frequency of 930 kilocycles, with a power of 5,000 watts day and 1,000 watts night. By broadcasting a great many events of local importance—as well as network programs—it has built up a large, loyal following in the Birmingham market. It has the oldest daily sports review in Alabama.

The addition of WBRC, Alabama's oldest radio station and a medium of proved advertising effectiveness, is a real step forward for the Red Network.

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

Appleby&Appleby Plan Audit Report

Engineering Firm to Compile Regular Coverage Reports

PLANS to form an "Audit Bureau of Broadcasting Coverage" to compile certified reports of station coverage for advertisers as a possible radio counterpart of the Audit Bureau of Circulation in the publishing field, were announced Dec. 21 by Appleby & Appleby, consulting engineers of Atlantic City, N. J.

William H. Appleby, vice-president and treasurer of the engineering firm, and former commercial manager of WPG, Atlantic City, announced that favorable reactions had been procured from a number of advertising agency and advertiser executives indicating a desire for the projected service.

The plan encompasses coverage audits for stations which would subscribe to the service, with the reports to be submitted to advertising agencies and to advertisers. The coverage audit, according to Mr. Appleby, would be based upon two "yardsticks" — one covering field intensity service to determine territorial coverage, by establishing a standard minimum signal strength of ½ millivolt above noise levels, and the second to include results of questionnaires, both urban and rural, to determine the number of listeners within the ½ millivolt area.

The engineering firm recently was formed, with Thomas Appleby, Naval Reserve lieutenant commander as president, his brother, William, as vice-president and treasurer, and J. W. Mosher, as director of public relations.

The proposed audit bureau, Mr. Appleby stated, has no connection with the project of the Joint Committee on Radio Research, representing the American Association of Advertising Agencies, Association of National Advertisers, and NAB, to establish a cooperative method of determining station coverage and listener reaction. The Joint Committee has been functioning for the last two years.

Mr. Appleby said that his audit bureau plan "has been approved and accepted by the leading advertising agencies in the country, together with the outstanding national representatives, who agree that there is an immediate demand for an unbiased central bureau to conduct audits and certify accurate standardized coverage of broadcasting stations to the local and national time buyer."

WBRK Starts Feb. 1

TO BE KNOWN as "The Voice of the Berkshires", the new WBRK, Pittsfield, Mass., is now under construction and will go on the air on or about Feb. 1 equipped with Western Electric transmitting apparatus and a 170-foot Lehigh vertical radiator. Harold Thomas, owner of WATR, Waterbury, Conn., who is also licensee of WBRK, will personally assume the management of the new station. Studios are located in the Pittsfield Coal Gas Co. Bldg. and include an auditorium seating more than 500. The station, according to S. R. Elman, WATR commercial manager, expects to affiliate with CBS as soon as it begins operating. It will operate with 250 watts day and 100 watts night on 1310 kc.

NBC Starts New South Mountain Group; CBS Shifts Its Net Setup in Southwest

NBC will establish a new supplementary station group Jan. 3 to be known as the South Mountain group. The new unit will include KTSM, El Paso, Tex., which joins NBC Jan. 3; KOB, Albuquerque, N. M., and KGHF, Pueblo, Col. Rather than make KTSM a link in its Pacific supplementary group [BROADCASTING Dec. 1] NBC devised the new classification after lines had been installed from Albuquerque, 230 miles away, by A. T. & T.

Prior to the formation of the South Mountain group, KOB was supplementary to the Pacific unit and KGHF was supplementary to the Blue Mountain group. Available to advertisers on either the Red or Blue network, rates for the three-station group are $360 per evening hour or $120 per evening hour per station if the stations are used individually. The South Mountain group will be fed from Denver and KOB is no longer available as a unit of the supplementary Pacific group.

The addition of KTSM brings the NBC total to 143 stations. KTSM operates on 1310 kc. with 250 watts day and 100 night, but has pending application for a shift to 1350 kc. with 500 watts full time. Karl O. Wyler is KTSM manager.

CBS announces that KGAR, Tucson, Ariz., is now available to its clients as a bonus station when used in conjunction with KOY, the CBS outlet in Phoenix. This additional coverage will not alter the minimum base rate of $125 per nighttime hour for KOY, according to CBS. The two cities are 105 miles apart and the listening areas of KOY and KGAR have virtually no overlapping territory, reports the market research division of CBS. KGAR operates on 1370 kc with 250 watts day and 100 watts night.

NBC 1937 Additions

Numerous affiliates were added to the three major networks during 1937. NBC increased its total of associated stations to 143 by adding 41 affiliates, while CBS signed 19 stations to bring its total to 111. MBS added 33 associates and now has 79 stations in its network.

Largest single block of stations to be added by NBC were the 10 stations forming the Southern Group. There follows a list of stations added during 1937 by NBC together with the dates of affiliation:

KGHF, Pueblo, Col., Jan. 1; WEAN, Providence, Jan. 1; WICC, Bridgeport, Conn., Jan. 1; KGNC, Amarillo, Tex., Jan. 1; KARK, Little Rock, Jan. 1; WTCN, Minneapolis, Jan. 1; WGBF, Evansville, Ind., Feb. 1; WBOW, Terre Haute, Ind., Feb. 1; WFEA, Manchester, N. H., March 1; KANS, Wichita, Kans., April 1; WLEU, Erie, Penn., April 1; WDEL, Wilmington, Dela., April 15; WORK, York, Penn., April 15; KSOO, Sioux Falls, S. D., April 15; WSAN, Allentown, Pa., May 1; WOWO, Fort Wayne, Ind., May 1; WSPD, Toledo, May 2; WJTN, Jamestown, N. Y., May 10; KOB, Albuquerque, N. M., June 15; WMBG, Richmond, June 27; WRTD, Richmond, June 27. On Aug. 1 NBC added WMPS, Memphis; WAGA, Atlanta; WSGN, Birmingham; WDSU, New Orleans; WJBO, Baton Rouge, La.; KXYZ, Houston, Tex.; WROL, Knoxville; KFDM, Beaumont, Tex.; KRIS, Corpus Christi, Tex.; KRGV, Weslaco, Tex.; KELO, Sioux Falls, Sept. 5; KMED, Medford, Ore., Sept. 5; WHK, Cleveland, Sept. 26; KIDO, Boise, Idaho, Oct. 1; KOAM, Pittsburg, Kans., Oct. 11; KTMS, Santa Barbara, Calif., Oct. 31; CBF, Montreal, Canada, Nov. 14; CBM, Montreal, Nov. 14; WBRC, Birmingham, Ala., Jan. 1, 1938, and KTSM, El Paso, Texas, Jan. 3, 1938.

Subject to availability, 24 of the new stations will be associated with the NBC-Red network and thirty-eight will be associated with the NBC-Blue network, since many of them are optional to either network. The lineup follows:

NBC-Red Network—KGNC, KARK, WGBF, WBOW, WFEA, KANS, WDEL, WORK, KSOO, WSAN, KOB, WMBG, WROL, KFDM, KRIS, KRGV, KELO, KMED, KIDO, KOAM, CBF, CBM, KTSM, WBRC.

NBC-Blue Network — KGHF, WEAN, WICC, KGNC, KARK, WTCN, WGBF, WBOW, WFEA, KANS, WLEU, WORK, KSOO, WSAN, WOWO, WSPD, WJTN, KOB, WRTD, WMPS, WAGA, WSGN, WDSU, WJBO, KXYZ, WROL, KFDM, KRIS, KRGV, KELO, KMED, WHK, KIDO, KTMS, KOAM, CFG, CBM, and KTSM.

CBS 1937 Additions

The 19 stations which became affiliates of CBS during 1937 include:

KDAL, Duluth; WKBH, LaCrosse; KOY, Phoenix; KGAR, Tucson; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WNBX, Springfield, Vt.; WRDW, Augusta, Ga.; WGBI, Scranton, Pa.; WRVA, Richmond, Va.; WAIM, Anderson, S. C.; WEOA, Evansville, Ind.; WMAZ, Macon; WCOC, Meridian, Miss.; WCHS, Charleston, W. Va.; WPAR, Parkersburg, W. Va.; WKBB, Dubuque, Ia.; KGLO, Mason City, Ia.; WTAQ, Green Bay, Wis. In the following cities CBS shifted its affiliation: WHK to WGAR, Cleveland; KOL to KIRO, Seattle. On Jan. 1, 1938, CBS was to shift from WBRC to WAPI, Birmingham.

MBS 1937 Additions

MBS added 33 affiliates to its network, including the eight stations of the Oklahoma Network which are:

KADA, Ada; KVSO, Ardmore; KASA, Elk City; KCRC, Enid; KBIX, Muskogee; KTOK, Oklahoma City; WBBZ, Ponca City; KGFF, Shawnee. Also affiliated with MBS in 1937 were the following stations which are members of the Don Lee Northwest group: KXRO, Aberdeen, Wash.; KVOS, Bellingham; KORE, Eugene; KGY, Olympia; KALE, Portland; KRNR, Roseburg; KSLM, Salem; KOL, Seattle; KMO, Tacoma; KPQ, Wenatchee; KIT, Yakima; KELA, Centralia. Other stations affiliating with MBS included KTAT, Ft. Worth; WRR, Dallas; KGGF, Coffeyville, Kan.; WIRE, Indianapolis; WDGY, Minneapolis-St. Paul; WNBF, Binghamton; WABY, Albany; KIEM, Eureka, Cal.; KQW, San Jose; WHKC, Columbus. MBS shifted its affiliation from WGAR, Cleveland, to WHK-WCLE, that city.

KGA, Spokane, was also added to MBS Sept. 26. The rate cards and promotion pieces issued by Mutual do not list KGA, but simply indicate that a Spokane station is an MBS affiliate.

TO THE AID OF FLOOD VICTIMS

KSRO Guides Relief Activity in Santa Rosa Valley in Wake of Torrential Rains

WHEN FLOODS recently swept the valley in and near Santa Rosa, Cal., KSRO was quick to give complete coverage and service that was publicly credited with saving many lives. As a result of torrential rains almost every telephone line was down. Into the stricken area came the voice of KSRO urging those in distress to fly white flags from their housetops, giving instructions to searching parties.

Officials in adjacent communities were asked to call KSRO every 15 minutes and report on flood stages. As the calls came in they were put on the broadcast loop and the two-way conversations were aired. Hour after hour, KSRO stayed on the air to issue sanitation warnings, give medical information and direct rescue parties. After the danger had passed KSRO broadcast late reports on traffic and highway conditions in the damaged area. Newspapers and prominent state and local officials praised the service given by KSRO and spoke warmly of radio's public value in emergencies. Of this service the local press said:

"In the case of Geyersville with its several marooned families, KSRO responded to an appeal by Rev. Miller by urging those in distress to fly a white flag from the top of their dwellings. Within a few minutes after the broadcast, flags were fluttering from the houses and rescue crews immediately set out to remove the stricken households.

"All in all, KSRO proved itself an invaluable agency in yesterday's trying atmosphere, and for hundreds of residents, was the sole and only means of knowing what was going on in the flood-strewn region."

KWNO Defers to Jan. 9

AFTER several delays, the new KWNO, Winona, Minn., authorized to operate with 250 watts daytime on 1200 kc., has fixed its opening date for Jan. 9, according to A. E. Mickel, general manager, until recently manager of KFJB, Marshalltown, Ia. Mr. Mickel announced that L. L. McCurnin, formerly with KGLO, Mason City, Ia., is supervising the installation, which includes a Western Electric transmitter and 199-foot Blaw-Knox radiator. Mr. McCurnin, he added, will be commercial manager of the new station. Maurice Reutter, chief engineer of KFJB, has left Marshalltown to take a similar position with KWNO. The station is licensed to the publishers of the *Winona Republican-Herald.*

KFOX Joins Net

HOWARD LANE, general manager of the California Radio System, announced at Sacramento, recently that station KFOX, Long Beach, Calif. (1,000 watts) has joined the state net, bringing to a total of seven stations now affiliated with the CRS. The others are KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KWG, Stockton; KFWB, Hollywood and KYA, San Francisco.

Going Places in 1938?

OKLAHOMA IS THE PLACE TO GO FOR SALES IN 1938

. . . say Babson, Brookmire and Forbes

● Center of every sales huddle at the start of the new year should be these business-weather maps of the country's foremost forecasters.

Babson, in his December, 1937, sales and credit forecast, describes Oklahoma as one of the regions offering the most favorable sales opportunities in the United States. Oklahoma City is pointed out specifically as one of the cities in which the sales outlook is most favorable.

"The trade outlook for the Southwest," says Brookmire, "is good." Oklahoma income during early 1938 is estimated at 23 percent ahead of last year compared to a 2 percent decrease for the country.

Forbes Magazine, in its December 15th business pictograph, classes Oklahoma City as one of the United States' best centers of business and the hub of a territory ranking as the third best business spot in the land.

In mapping your sales strategy for 1938, plan a major offensive in Oklahoma. With WKY on your side, you'll go places quickly and economically in this fruitful territory.

WKY Oklahoma City

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY

Spot Radio to Continue Upward in 1938

Recession Checks Boom; New Rise Now Seen

(*Continued from Page 15*)

Bristol-Myers Co., New York
Will continue a live talent show over CFRB, Toronto, in 1938 for Sal Hepatica, Ipana toothpaste. Agency: Ronalds Adv. Agency Ltd., Toronto.

Bristol-Myers Co., New York
Will continue its daily 15-minute sports summary on WWJ, Detroit, its five-a-week quarter-hour script show on WGN, Chicago, and its daily quarter-hour news period on WOR, New York, for Minit Rub. Agency: Young & Rubicam Inc., New York.

Brown & Williamson Tobacco Co., Louisville
Expects to continue without change with sports and news programs on about 20 stations for Big Ben tobacco and Avalon cigarettes. Agency: BBDO, New York.

W. K. Buckley Ltd., Toronto
Expects to increase use of transcribed programs 75% in 1938 for its medicines. Agency: Broadcast Adv. Service, Toronto.

Buick Motor Co., Flint, Mich.
Will use spots again in 1938 to announce new models. About 100 stations were used last fall. Agency: Arthur Kudner Inc., New York.

Bulova Watch Co., New York
Has set contracts for time signals on 140 stations to run through 1938. Agency: Biow Co., New York.

Bunte Bros., Chicago
Did not start usual radio advertising in the fall of 1937. Ferd Bunte, vice-president, and James Driscoll, account executive of Homer McKee Inc., Chicago, will soon discuss advertising plans for 1938.

Calcium Carbonate Co., Chicago
Currently using spots on a few Wisconsin stations for Hen-Dye, with no definite radio plans for 1938 until results of tests are known. Firm is a new radio advertiser having started in November. K. E. Sheppard Adv. Agency, Chicago, is agency.

Dr. W. B. Caldwell Inc., Monticello, Ill.
Used *Monticello Party Line* on 70 stations during fall and winter with 35 stations used in summertime. A few additional markets will be added in 1938. Radio expenditure the past year amounted to a half million dollars with at least that amount to be spent in 1938. Will use no chain programs because of the network ban on laxatives. Cramer-Krasselt Co., Milwaukee, is agency.

Campbell Cereal Co., Minneapolis
Plans to use more radio advertising in 1938 than in previous years. Fifteen stations will carry *Jack Westaway Under the Sea* quarter-hour discs authored by Ray Wilson three and five times weekly starting in January and February. Stations already listed include WBBM KDKA WTAM WDAF WCCO WJR and KNX. Ruthrauff & Ryan, Chicago, is agency.

Canada Starch Co. Ltd., Toronto and Montreal
Has transcription test on CBL, Toronto, and 11 live talent shows weekly out of Toronto covering cooking hints, children's stories, sports, on CBL and CFRB. Will continue a live talent symphony network in the coming year. Agency: Vickers & Benson Ltd., Toronto and Montreal.

Canada Dry Ginger Ale Inc., New York.
Will add more stations to the list of 53 now carrying one, five and 15-minute spots. Agency: J. M. Mathes Inc., New York.

Canadian Fur Trappers, New York
Using announcements on two stations, is considering a live program to start in the spring. Agency: Schillin Adv. Agency, New York.

Canadian National Carbon Co. Ltd., Toronto
Had a test program for Everready in Alberta during the latter part of 1937, and as a result will extend radio advertising to cover Alberta, Saskatchewan and Manitoba during 1938. Agency: Clarke E. Locke Ltd., Toronto.

Cardinet Candy Co., Oakland, Calif.
Plans to continue radio activities in 1938, having recently renewed weekly feature *The Night Editor* on 10 stations of NBC-Red network in the West (KPO, KFI, KGW, KOMO, KHQ, KOA, KDYL, KGIR, KGHL, KTAR). Agency is Tomaschke-Elliott Inc., Oakland.

Carnation Co., Milwaukee
Will add 17 Canadian stations Jan. 3 on its NBC program making a total of 75 stations on the network. No spot outside of continuation of Polish program in Detroit is planned. Firm spent $490,000 for network facilities in 1937 with radio budget increased for 1938. Erwin, Wasey & Co., Chicago, is agency.

Carter Medicine Co., New York
Using spot announcements on a large list of stations, and will probably continue through the summer. Agency: Street & Finney Inc., New York.

George W. Caswell & Co., San Francisco
Will increase radio activities during 1938, extending its *Caswell Party Revue* now heard on the CBS-California stations, KNX-KSFO once weekly on Feb. 1 to four CBS stations in the Pacific Northwest (KOIN, KVI, KIRO and KFPY). Agency is Long Adv. Service, San Francisco.

Chemo Ray, Oakland
Will increase radio activity in 1938. Latter part of 1937 used a transcribed program on one California station. Contemplates using three or more stations in the same state. Agency: Rufus Rhoades & Co., San Francisco.

Central Shoe Co., St. Louis
Spent $125,000 on spot radio in 1937 with appropriations for 1938 double that amount. Programs are placed by local dealers. Robin Hood shoes (children) currently using *Magic Island* transcriptions on 30 stations with about 75 planned for 1938. Perfect-Eze (women's shoes) will use *Ports of Call* or *Musical Numbers* program. The President (men's shoes) will use *Captains of Industry*. Atlas Radio Corp., is producing the transcriptions. Kelly, Stuhlman & Zahrndt Inc., St. Louis, is agency.

Chappell Bros., Rockford, Ill.
Curtailed radio expenditures in 1937. "This was not a reflection on radio," said an agency spokesman, "but simply because of the fact that radio stations took in larger areas than the distribution of the dog food warranted in certain territories." Around $20,000 was expended on radio in 1937 with present indications that at least the same amount will be spent next year. C. Wendell Muench & Co., Chicago, handles the account.

Cheney Bros., New York
Using daily announcements on one New York station, expects to add others soon for its neckwear. Agency: Jay Lewis Associates, New York.

Cheramy Inc., New York
Used a small amount of radio advertising during 1937, but has dropped all of it, and has no plans. Agency is Lawrence C. Gumbinner Adv. Agency, New York.

Chevrolet Motor Co., Detroit
On Dec. 6 renewed contracts for 13 weeks on *Musical Moments*, WBS transcription, on 350 stations. This is the 12th consecutive 13-week series, and will probably run indefinitely. Agency: Campbell-Ewald Co., New York.

Chicago Engineering Works, Chicago
Used 70 stations at various times during 1937, spending $150,000 with increased appropriation for 1938. James R. Lunke & Associates, Chicago, handles the account.

Chicopee Sales Corp., New York (Chixdown diapers)
Has been testing spot on two or three stations, but cancelled contracts for the next six months. There are no indications as to whether radio will be resumed. Agency: Campbell-Lampee Inc., New York.

Consolidated Drug Trade Products Inc., Chicago
Largest spot advertiser in the country, spending a million dollars in 1937 with the radio advertising budget for 1938 to be substantially increased, according to Roland J. Dooley, account executive of Benson & Dall Inc., Chicago, agency handling the account. The entire advertising appropriation for 1937 was $1,250,000 with radio getting four-fifths of the business. During the winter $120,000 monthly will be spent on radio with the number of stations to be reduced in the summer. In the fall of 1938 the regular budget will again prevail.
Recently purchased Krank's Lather Kreme and Blue Bird Nail Polish, both of Minneapolis, and is testing in a few spots, with radio to be used extensively for both products in 1938. McCord Co., Minneapolis, is agency with M. E. Melamed, account executive.

Chicago Mail Order Co., Chicago
Used five stations the first quarter of 1937 but is not planning any radio for the first half of 1938 because of current business conditions. Matteson-Fogarty-Jordan Co., Chicago, is agency.

Chilean Nitrate of Soda, New York
Now on a small list of southern stations with quarter-hour transcriptions, will continue at least through the early part of 1938. Agency: O'Dea, Sheldon & Canaday Inc., New York.

Consolidated Edison Co., of New York.
Using a half-hour evening show on WEAF, New York, which will run until June. Plans thereafter are indefinite. Agency: Lord & Thomas Inc., New York.

Conti Co., New York
Plans to use between 6 and 10 stations after Jan. 1 for its soaps, with local live programs and spot announcements. Agency: Bermingham Castleman & Pierce Inc., New York.

Crowell Publishing Co., New York
Continuing *Jean Abbey*, local live quarter-hour program on 16 stations, which has been on for six years, and *Carolyn Price*, in its fourth year, on 6 stations. Agency: Geyer, Cornell & Newell Inc., New York.

Coyne Electrical School, Chicago
Spent about $2,000 on spot radio in 1937 with about the same amount to be expended in 1938. McJunkin Adv. Co., Chicago, is agency.

Cooperative Creamery Assn., Boston
Will probably continue transcribed series in Boston, adding announcements later. Agency: Louis Glaser, Boston.

Clairol Inc., New York
Now using a Coast network program, may add half-hour transcriptions on about 30 stations. Agency: Wm. H. Rankin Co., New York.

Colgate-Palmolive-Peet Co., Jersey City
Will start initial radio advertising Jan. 17 using a daytime dramatic serial as yet unselected. Program will originate in Chicago 4:30-4:45 p. m. (CT) on a split CBS hookup of 15 stations. Will start Jan. 11 with NBC-Red program for shaving cream. No spot is planned. Benton & Bowles, Chicago, is agency.

(*Continued on Page 36*)

APPEAL OF NEWS BROADCASTS

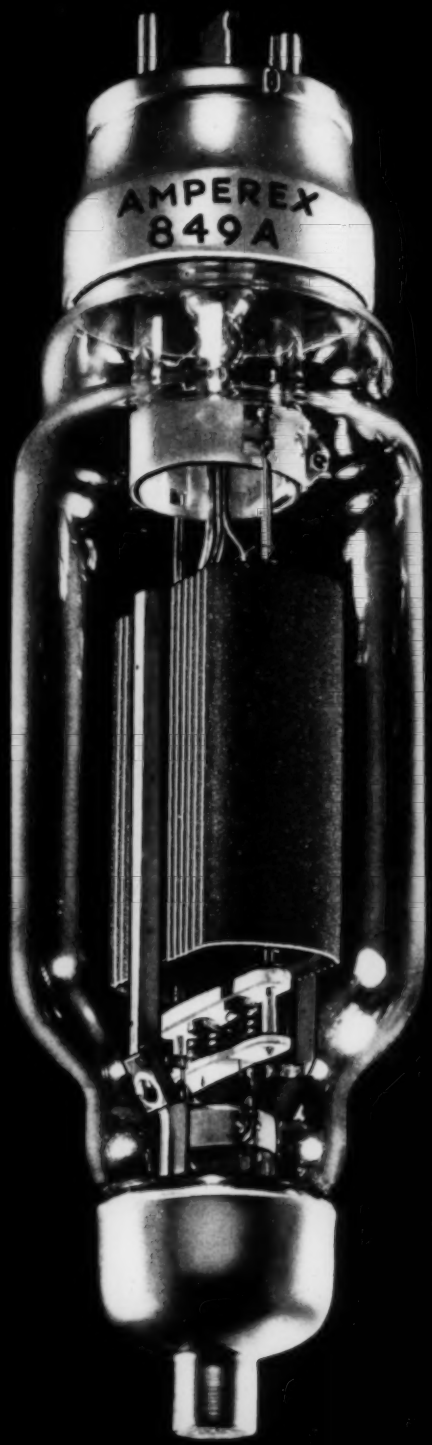
KVOO Commentator Gets to Wondering What Public Thinks and He Finds Out, With Emphasis

HAVE NEWS broadcasts lost their listener-interest and become just another regular service feature of radio? How can a station inexpensively prove to prospective sponsors that newscasts have a wide listening audience? In answer to these questions, Ken Miller, newscaster of KVOO, Tulsa, Okla., decided to give three radio sets to listeners writing the best letters about their reactions to his news programs.

The offer drew 16,000 letters from 31 states, Canada and Mexico. Mr. Miller chose his fifth anniversary as a newscaster to announce the contest and gave the rules at the end of his 6,000th news program. None of the contest announcements were made after 5 p. m. As a follow-up, he sent each writer a postcard acknowledgment. The cost of the contest was a little over $200 and the criticisms were worth far more, he says.

A survey of the letters indicates that most people like straight news reporting with short, simple sentences given in a conversational tone. Difficult phrases and complex sentence structure should be edited out, the majority of KVOO's listeners felt. Listeners further indicated that they like variations of news subject matter.

On the anniversary program, Mr. Miller was congratulated by the mayor of Tulsa and other prominent local persons and a congratulatory wire from Walter E. Moss, president of INS, was read. KVOO subscribes to the INS service.



Modernized
AMPEREX 849A
and AMPEREX *849 H

Greater Power Output
Higher Plate Dissipation
Longer Operating Life
*Higher Ratings at High Frequency

The application by Amperex of the modern engineering concept of the space relationship of electrodes in a vacuum tube has resulted in the design of a new type with far greater performance capabilities than the standard 849. Simplification of structure because of this new design has also made possible considerable economies in manufacturing processes which are reflected in the price of these tubes.

THE OUTSTANDING FEATURES OF
THESE NEW TUBES ARE AS FOLLOWS:

- GREATER FILAMENT AREA
- LARGER PLATE SURFACE
- MORE UNIFORM ANODE HEAT DISTRIBUTION
- A MINIMUM OF INTERELECTRODE INSULATING SPACERS
- 1500 WATTS maximum power output per tube as a Class C, CW amplifier
- 750 WATTS Carrier Power Output, as a plate modulated Class C amplifier
- 250 WATTS Carrier Power Output as a grid bias modulated Class C amplifier
- 250 WATTS Carrier Power Output as a Class B Linear R.F. amplifier
- 1600 WATTS maximum signal power output per pair as Class B A.F. modulator
- 150 WATTS Undistorted Power Output as a Class A A.F Modulator

The features enumerated above clearly demonstrate that not only can these tubes be used profitably to replace 849's in existing equipment but that they also fill a gap in the air cooled line of tubes for use in equipment where severe derating at high frequencies forced the use of much larger and costlier tubes.

* The 849H can be operated at full ratings up to 30 megacycles in many classes of service. It is identical in its characteristics with the 849A. The only point of difference is the grid lead terminal which in the 849H terminates in an arm extending from the side of the bulb.

$135

AMPEREX ELECTRONIC PRODUCTS, Inc.
79 WASHINGTON STREET BROOKLYN, NEW YORK

Currier's Tablets Inc., Los Angeles

Used both live talent and transcribed programs as well as spot announcements during 1937 on 25 stations nationally, will continue its present procedure and is contemplating expansion for 1938 with a possible network program. General Adv. Agency, Los Angeles, is in charge.

Curtice Bros. Co., Rochester

Participation twice weekly on six stations, will add one station Jan. 10. Participation on WGY, Schenectady, has been dropped but will start again Jan. 13. Agency: N. W. Ayer & Son Inc., New York.

Darrigo Bros. Co., Boston

On four stations with quarter-hour live shows and announcements for vegetables, and will add others. Agency: Neff-Rogow Inc., New York.

D. L. & W. Coal Co., New York

Will continue its transcribed version of *The Shadow* on five stations. Agency: Ruthrauff & Ryan Inc., New York.

D. L. & W. Coal Co., Buffalo

Has transcription running on CFRB, Toronto.

Day & Night Heater Co., Los Angeles

Will increase radio activity in 1938. Has been using daily time signals and spot announcements on 10 West Coast stations, and will substantially increase its activity, going into the Midwest market using participation programs as well as a dealer tie-in. Hixson-O'Donnell Adv. Inc., Los Angeles, handles the account.

de Elorza Cosmetics, Hollywood

After a test on KFWB, that city, and KEHE, Los Angeles, is mapping a spring campaign to start in April. Spot announcements and quarter-hour disc will be used on approximately 90 stations nationally. Janes-Morton, Los Angeles, has account.

R. B. Davis Co., Hoboken, N. J.

Will continue without change, using transcriptions on 16 or 18 South American stations for Cocomalt. Agency: H. N. Elterich Inc., New York.

Detroit Creamery Co., Detroit

Using spot announcements on four stations in addition to its two-a-week program on the Michigan network. Agency: N. W. Ayer & Son Inc., New York.

J. G. Dodson Proprietaries, Atlanta

Will continue through the winter at least with quarter-hour transcriptions for Ironized Yeast on 39 American and 5 Canadian stations. Agency: Ruthrauff & Ryan Inc., New York.

Dryden & Palmer Inc., New York

Now on participating programs on three stations for Gravy Master. Contemplates no changes or additions. Agency is Samuel C. Croot Co., New York.

Durkee Famous Foods, Elmhurst, N. Y.

Used more than 50 stations during 1937. This food firm is divided into three nationwide divisions with each division handling radio placements in its territory. Federal Adv. Agency, New York, handles the eastern division placements, C. Wendell Muench & Co., Chicago, the midwestern and Botsford, Constantine & Gardner, San Francisco, the western.

Dufay Color Film Co., New York

Plans to start anouncements on about 40 stations early in the year. Agency: Wm. H. Rankin Co., New York.

Doyle Packing Co., Los Angeles

Using daily spot announcements and quarter-hour live talent programs on 5 Pacific Coast stations for Strongheart dog food. Will continue in 1938 and add more stations. Placement is through Beaumont & Hohman, Los Angeles.

A. J. Denne & Co. Ltd., Toronto

Reports that present clients are continuing current transcription campaigns on Canadian stations in 1938 and some will be making renewals with possible additional stations. New radio accounts are in the offing.

Eastern Nu-Enamel Co., New York

Using one local station and has no plans for expansion. Dealers in other cities are placing business on about 12 stations. Agency: Neff-Rogow Inc., New York.

Eastern Wine Corp., New York

Has been using 100-word announcements on WNEW, New York, but went off the air at the end of December. May resume in the spring. Agency is Albert Frank-Guenther Law Inc., New York.

Emigrant Industrial Savings Bank, New York

Will continue its weekly quarter-hour, *Dale Carnegie*, on WOR, Newark. Agency: N. W. Ayer & Son Inc., New York.

J. C. Eno (Canada) Ltd., Toronto

Increasing transcription campaign in 1938 for fruit salts and Thermogene wool over a larger number of stations throughout Canada. Agency: Tandy Adv. Agency Ltd., Toronto.

F & F Laboratories, Chicago

Using 44 CBS stations and 6 stations with quarter-hour program five times weekly. Will go off air at end of winter season to return next fall. Blackett-Sample-Hummert, Chicago, is agency.

Dr. Peter Fahrney & Sons Co., Chicago

Plans to enter a few Canadian markets after the first of the year. No spot is planned in this country at the present time. H. W. Kastor & Sons Adv. Co., Chicago, is agency.

Finlay Straus Jewelry Co., New York

Now using 66 announcements a week on WMCA, New York, and expects to add other stations. Agency: Schillin Adv. Agency, New York.

Fischer Baking Co., New York

Now on three stations with live programs, and expects to add another soon. Agency: Neff-Rogow Inc., New York.

Fitzpatrick Bros. Inc., Chicago

Currently using *Meet the Missus* program on 7 stations for Kitchen Klenzer and Automatic Soap Flakes will use as many if not more in 1938, with no network planned. Neisser-Meyerhoff Inc., Chicago, is agency.

Fleming Mfg. Co., Worcester, Mass.

Uses five-minute spots from time to time on about six stations, and expects to place more business in 1938 for oil cleaner. Agency: Willard G. Myers Adv. Agency, New York.

Ford Motor Co., Detroit

Continuing its live show and series of announcements on WTMJ, Milwaukee. Agency: N. W. Ayer & Son Inc., New York.

Forson Laboratories, New York

Now using announcements for Nu-Myst cold remedy on WTAM, Cleveland, does not expect to renew the contract. Cost was $800. Agency: Kimball, Hubbard & Powell Inc., New York.

(*Continued on Page 39*)

in St. Louis
K S D
Inquiries Are Invited Regarding a Few Desirable Daytime Periods Now Open
1937 Was By Far the Biggest Year in the History of Station KSD
NBC RED NETWORK
The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Powered for Results

CLERK: "Not feeling so good this morning, eh?"
CUSTOMER: "Oh Man! An Alka Seltzer Highball and up to the minute news over WJR . . . That's Service.

WJR

MICHIGANS GREATEST ADVERTISING MEDIUM

THE *Goodwill Station*
DETROIT

50,000 WATTS

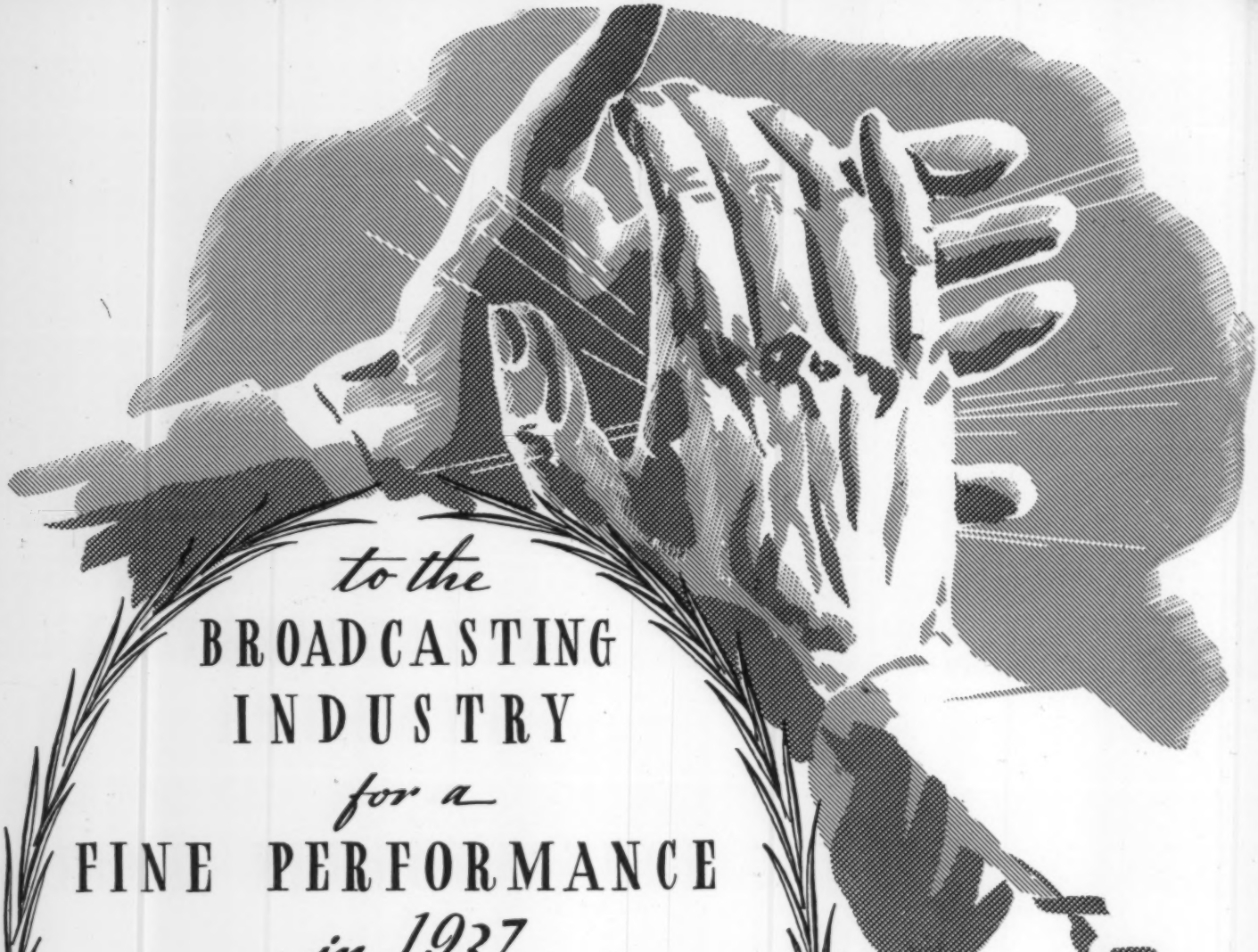
COLUMBIA BASIC NETWORK

G. A. RICHARDS
PRESIDENT

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

LEO FITZPATRICK
VICE-PRES. & GEN. MGR.

XUM



to the

BROADCASTING INDUSTRY

for a

FINE PERFORMANCE

in 1937

THROUGH another year American radio has served the public need. In local and national emergencies, in dissemination of knowledge, it towered above the pettinesses of private prejudices. It championed the broader view. It brought happiness into the home. Despite its frailties — and they were admittedly many, to be expected in any young enterprise—it strove for public good. Greater achievements will be gained in 1938.

BROADCASTING

Broadcast Advertising

J. A. Folger Co., Kansas City

Will increase its radio appropriations for 1938. The firm has been running on a 30-week schedule in the past but will be on a 52-week schedule in 1938, continuing right through the summer. *Judy & Jane* quarter-hour transcriptions five times weekly will continue on 17 stations. Blackett-Sample-Hummert, Chicago, is agency.

Foster Canning Co., New York

Participated in Yankee Network's *Gretchen McMullen* programs for 26 weeks prior to Nov. 10; now off the air and has no plans for the future. Agency: Nathan Feist Agency, New York.

E. Fougera & Co., New York

Using Vapex announcements on 6 stations in addition to its network program; will leave the air in March to return next fall. Will probably continue Noxacorn announcements on five stations. Agency: Small & Seiffer Inc., New York.

Peter Fox Brewing Co., Chicago

On April 1 will start quarter-hour daily transcriptions, *Swing It*, on about 10 stations. The firm will also continue the weekly half-hour *Spelling Bee* on WBBM, Chicago. More than $40,000 was spent in radio in 1937 with appropriations doubled for 1938. Schwimmer & Scott, Chicago is agency.

Frederick Lowenfels & Son, New York

Now using two local stations for Hotel Bar butter. Will add two more early in 1938. Agency: Neff-Rogow Inc., New York.

Friskies Dog Food Co., San Francisco

Will continue its three-time-a-week transcribed drama of the North over two Mutual-Don Lee stations in California (KFRC, KHJ). Agency: Erwin-Wasey & Co., San Francisco.

GallenKamp Stores Co., San Francisco

Has already increased its radio activity on the Pacific Coast and plans to continue throughout 1938 with its feature *Professor Puzzlewit*, heard over the five basic NBC-Red network stations on the Coast (KPO, KFI, KOMO, KHQ, KGW) once a week. It likewise increased its spot announcement periods on two Mutual-Don Lee network stations (KFRC, KHJ) running seven weekly on each station. Agency: Long Advertising Service, San Francisco.

General Baking Co., New York

Will continue its *Man on the Street* programs on 6 stations. Agency: BBDO, New York.

General Foods Corp., New York

Will continue using time on *Marjorie Mills'* participating program on WEEI, Boston, for Jello Freezing Mix, and on *Martha Deane's* WOR, Newark, program and the *Feature Foods Hour* on WGN, Chicago, for General Food's Frosted Foods Division. Agency: Young & Rubicam Inc., New York.

General Mills, Minneapolis

Will continue four show on 32 CBS stations with half-hour transcriptions to be continued on 32 stations. Blackett-Sample-Hummert, Chicago, Russell M. Seeds, Chicago, and Knox Reeves Adv., Minneapolis, are agencies. Will continue *Jack Armstrong* program on 15 NBC stations plus disc versions on 43 others until spring, returning in autumn with same schedule. Blackett-Sample-Hummert is agency. The same agency is placing a test campaign for Corn Kix, new cereal on WTMJ, Milwaukee, planning to expand in 1938 as distribution is broadened.

HUNTSMEN—Jim Free, president of Free & Peters (at right in left photo) proudly displays 10-point buck he bagged during deer drive near Charleston, S. C., in December. The hunt was arranged by G. Richard Shafto, general manager of WCSC, Charleston, and WIS, Columbia, who took this picture. Frank Ford, member of the hunt club and host on the deer drive, is on the horse. Howard H. Wilson, president of Howard H. Wilson Co., shows (right) the 200-pound buck he killed near Manistique, Mich. He presented steaks to Chicago friends.

General Paint Corp., San Francisco

Thru Walter Adv. Agency, Los Angeles, a seasonal user of radio, in April will launch a three-month campaign using minute transcribed announcements daily on Pacific Coast, Oklahoma, Colorado and Texas stations. From 3 to 5 stations in each center will be used, with the list now being made up. Campaign will have a dealer tie-in, with the firm's new *Colorscope Magazine* being made available through retail stores.

Gillette Rubber Co., Eau Claire, Wis.

Will use about 12 stations in the spring and fall campaigns. About 20 stations will also be used by local dealers during the year. Cramer-Krasselt Co., Milwaukee, is agency.

Goebel Brewing Co., Detroit

Sponsoring *30 Minutes in Hollywood* on WXYZ, Detroit, and expects to continue with the program well into 1938, but has no other radio plans. Maxon Inc. is agency.

Golden State Co. Ltd., San Francisco

Used participation and announcements on three stations, but will probably discontinue after Jan. 1. Agency: N. W. Ayer & Son Inc., New York.

Gorton-Pew Fisheries Co. Ltd., Gloucester, Mass.

Will continue its present schedule of announcements on about 15 stations. Agency: H. B. LeQuatte Inc., New York.

Gregg's Storm Doors & Windows, Nashua, N. H.

This hundred-year-old firm used radio for first time in 1937, with two-week spot campaign before Christmas on five New England stations as a test. Placed direct.

Griffin Mfg. Co., Brooklyn, N. Y.

Participating on 8 musical clock programs in addition to its network show, and expects to continue through 1938 on the same basis. Agency is Bermingham, Castleman & Pierce Inc., New York.

Gruen Watch Co., Cincinnatti

Will use announcements, participation and quarter-hour local live programs on an undetermined list of stations. Agency is McCann-Erickson Inc., New York.

Guaranty Union Life Insurance Co., Beverly Hills, Cal.

Using from three to seven weekly, 5 and 15-minute live-talent and transcribed news commentary programs on 50 stations nationally; will substantially increase list in 1938. In California will use an insurance agent tie-in. Stodel Adv. Co., Los Angeles, has account.

Gulf Oil Corp., Pittsburgh

Last summer used local live-talent programs and transcriptions to advertise its insecticide, Gulf Spray, throughout the South. Will start program series on four Florida stations in the interest of Gulf gasoline and motor oil on Jan. 3, using weather reports on WQAM, Miami, sport summaries on WJAX, Jacksonville, newscasts on WDAE, Tampa, and hillbilly programs on WDBO, Orlando. Future plans for spot are not set. Agency: Young & Rubicam Inc., New York.

Gunther Brewing Co., Baltimore

Will use sports news periods and daily announcements on three stations in Baltimore and Washington. Last fall the company bought time before and after football games and also used spot announcements. Agency is Erwin, Wasey & Co. Inc., New York.

Chris. Hansen's Laboratory, Little Falls, N. Y.

Will continue its weekly quarter-hour on WMCA, New York, thru Advertisers Broadcasting Co., New York.

D. P. Harris Hardware & Mfg. Co., New York

Was on three stations with one-minute announcements from September to December for roller skates and bicycles; now off the air but will return next fall with a larger schedule. Agency: H. M. Kiesewetter Adv. Agency Inc., New York.

Harvey-Whipple Inc., Springfield, Mass.

Advertising is limited to the spring and fall seasons, will start in March with quarter-hour programs, live and recorded, on four stations for oil burners. Agency: Willard G. Myers Adv. Agency, New York.

Health Aids, Jersey City, N. J.

Now using quarter- and half-hour transcriptions on four stations for Serutan, VBEV tonic, and expects to add more during 1938. Agency: Franklin Bruck Adv. Corp., New York.

Health Products Co., Newark

Has started three five-minute spots a week for Feenamint on 11 stations throughout the country and 1-minute announcements on 12 stations in Texas, to continue through the winter. Agency: Wm. Esty & Co. Inc., New York.

Health Products Corp., Newark

Will continue with spot announcements on 8 eastern stations for Dillard's Aspergum. Agency: Wm. Esty & Co. Inc., New York.

Hecker H-O Co., Buffalo

Used one-minute spot announcements on 20 eastern stations last spring, and is planning to resume on two or three stations early in the year for Force cereal. Agency is Erwin, Wasey & Co. Inc., New York.

Hecker Products Corp., New York

Using transcriptions of *Beatrice Fairfax* on 11 stations, will continue without change. Agency: BBDO, New York.

Hemphill Diesel Engineering Schools, Glendale, Cal.

Has used spot and five-minute dramatized transcribed announcements on a group of stations nationally, will substantially increase its coverage in 1938, adding new stations. R. H. Albers Co., Los Angeles, has account.

Hoffman Beverage Co., Newark

Plans to continue its quarter-hour news program on WOR, Newark. Agency: BBDO, New York.

Honor Brand Frosted Foods Corp., New York

At present has twice weekly participation on *Home Forum*, WRC, Washington, and has no plans for expansion. Agency: N. W. Ayer & Son Inc., New York.

B. Houde & Co., Montreal

Starting a transcription campaign over CFCF, Montreal, CHNS, Halifax, CJCB, Sydney, CFNB, Fredericton, and CFCY, Charlottetown. Agency: All-Canada Radio Facilities Ltd.

Household Finance Co., Chicago

Will continue *It Can Be Done* program on 23 NBC-Blue stations and spot programs on 20 stations. A few other markets will be added soon. BBDO, Chicago, is agency.

Holland Furnace Co., Holland, Mich.

Usually begins its advertising campaign in April but will start radio this year on Jan. 31 using the theme that furnaces can be installed in winter as well as summer and at no inconvenience to home owners. Daily one-minute transcriptions, temperature reports and time signals will be used in an eight-week campaign on 37 stations. Two stations will be used in some markets each station taking the schedule for four weeks. Ruthrauff & Ryan Inc., Chicago, handles the account. The complete station list follows: WBBM WTMJ KOMO KHQ KGW KSL KOA WCCO WHO WDAF KWTO KMOX WFBM WKRC WBNS WHIO WSPD WGAR WWJ WOOD WMC WLAC WNOX WDOD WBRC WAGA WBT WJSV KDKA WFBR WRVA WMCA WHAM WEAN WEEI WNAC WMAS WFIL.

Imperial Optical Co., Toronto

Jan. 2 starts for 26 weeks sponsorship of the quarter-hour transcribed *Wade Lane's Home Folks* serial, on 6 Canadian stations (CJRC CJRM CFQC CKBI CFCN CJCA).

International Paint Co., Montreal

Starting a transcription program over nine stations (CKWX CFAC CKY CBL CFCF CBO CJCB CHNS CFNB). Agency: All-Canada Radio Facilities Ltd., Toronto.

(*Continued on Page 40*)

Dr. Jackson's Food Ltd., Toronto

Has had some transcription programs for its bread and cereal products and is branching out in 1938 to network live talent shows. Agency: Broadcast Advertising Service, Toronto.

Jel Sert Co., Chicago

Will shortly decide whether to use local spot or newspapers next summer for its food product. Rogers & Smith Adv. Co., Chicago, is the agency.

Jordan's Stores, Newark

With spot announcements on two stations, plans expansion to more stations in 1938: Agency: Schillin Adv. Agency, New York.

Howard Johnson Restaurants, Boston

Expects to add a second year of historical series twice weekly on Yankee Network. Agency: Louis Glaser, Boston.

Kandi-Bone Inc., New York

Has changed from use of transcriptions to five-minute local live programs on four eastern stations, and may expand. Product is a dog confection. Agency: Erwin M. Frey, New York.

Kellogg Co., Battle Creek

Plans to broadcast games of both Boston baseball clubs on Colonial Network. Agency: N. W. Ayer & Son, Boston.

Kellogg Co., Battle Creek, Mich.

On six stations with news, sports news and programs. Most of these have been renewed to March or April. Agency: N. W. Ayer & Son Inc., New York.

Kirkman & Sons, Brooklyn

Starts Jan. 3 a daily five-minute program on WOR, Newark. Agency: N. W. Ayer & Son Inc., New York.

Chas. B. Knox Gelatine Co., Johnstown, N. Y.

Participating in cooking schools on 15 stations, contracts for which will run until spring. Kenyon & Eckhardt Inc., New York, is agency.

Koppers Products Co., Pittsburgh

Has just finished a series of programs on WEAF, New York, and doesn't plan to resume radio activity for a while. Agency: BBDO, New York.

Kosto Co., Chicago

Using five spots in Midwest. If any expansion takes place it will be in September as the season for its dessert runs from September to April. Perrin-Paus Co., Chicago, is agency.

Lamont, Corliss & Co., New York

Started in September on 20 stations for cocoa, participating in local cooking schools; sponsor expects to continue indefinitely and may add other stations. Agency: Cecil, Warwick & Legler Inc., New York.

Lea & Perrins, New York

Will continue spot announcements on 30 stations until July 1, resuming in the fall. Three-fourths of the entire advertising appropriation for 1938 will be spent on radio as result of successful radio advertising in 1937. Schwimmer & Scott, Chicago, is agency.

Frank H. Lee Co., Danbury, Conn.

Will continue its quarter-hour sports broadcast on WHN, New York, promoting hats. While this program is a test, results have not been corollated and no future plans have been made. Agency is Bermingham, Castleman & Pierce Inc., New York.

Lever Bros. Co., Cambridge

Will continue its present schedule of spot announcements on about 75 stations for Spry. Agency: Ruthrauff & Ryan Inc., New York.

WREC

WISHES TO ANNOUNCE

The Appointment of

E. KATZ

SPECIAL ADVERTISING AGENCY

As It's Exclusive

National Representatives

Effective January 1, 1938

Winged Publicity

THROUGH the sky on real wings goes WMAZ, Macon, Ga., since it recently bought leg bands for the pigeons of Macon's Racing Pigeon Club. Many birds were once lost because the finder had no booklet listing the call letters of the various pigeons clubs. E. K. Cargill, president and manager of WMAZ, reasoned correctly that nearly every home has a radio log and says that WMAZ is getting lots of publicity because of its call letters on the leg bands.

Libby, McNeil & Libby Co., Chicago

Will double spot advertising programs for evaporated milk in 1938. On Jan. 10 will start Polish and English programs in Chicago using three weekly five-minute spots on WAAF for seven weeks. Will be followed by spot announcements until fall with the programs to resume at that time. Three quarter-hour weekly Polish programs on WGES plus 50-word announcements three days a week will also be used. Announcements will be used on KHF, Los Angeles with the possibility that a Detroit station will be added. J. Walter Thompson Co., Chicago, is agency.

Thos. Leeming & Co., New York

Started in September with announcements and weather reports for Baume Bengue on 40 stations, will continue until spring without change. Agency: Wm. Esty & Co. Inc., New York.

Thomas J. Lipton Co. Ltd., Toronto

Has started a transcription series on CBL, Toronto. Extending live talent Sunday show to half-hour.

Literary Digest, New York

Will use some spot radio during 1938, but plans are very indefinite. Agency: Prins & Kiefer, New York.

Little Corp., Chicago

Has just concluded 13-week tests on WMBD, Peoria, and WOC, Davenport, and may expand on more stations in 1938 for Support-U, men's garment.

Local Loan Co., San Francisco

May retire from the air temporarily, due to the current recession which is felt in this particular type of business. It has been using NBC-Blue network (KGO, KEX, KECA, KFSD). Agency: Long Adv. Service, San Francisco.

P. Lorillard Co., New York

Will continue and possibly expand its present schedule of news, sports and foreign language programs on three stations. Agency: Lennen & Mitchell Inc., New York.

Macfadden Publications, New York

Using four five-minute news spots weekly on WABC, New York for *Liberty*; will continue for at least 39 weeks. Agency: Erwin, Wasey & Co. Inc., New York.

Maltex Cereals Co., Burlington, Vt.

Now using participating programs, expects to add others. Agency: J. M. Mathes Inc., New York.

Mayflower Stations, White Plains, N. Y.

Using a man-in-the-street program on WFAS, White Plains, will continue and may add another program. Agency: J. Stirling Getchell Inc., New York.

McConnon & Co., Winona, Minn.

Has appointed Ruthrauff & Ryan, Chicago, as advertising agency effective Jan. 3, 1938. Quarter-hour live talent programs broadcast Mondays, Wednesdays and Fridays over WLS and WHO are being continued, with quarter-hour live talent programs to be added on other markets after the first of the year.

McCoy's Products, New York

Now participating in programs on three Canadian stations, on which it also uses announcements; will add three more stations in January. Agency: Neff-Rogow Inc., New York.

McKesson & Robbins, Bridgeport, Conn.,

Now on four stations, is planning a five-a-week script show on 20 stations. Agency: Brown & Tarcher Inc., New York.

Mennen Co., Newark

Will continue with quarter-hour news programs on two stations. Agency: H. M. Kiesewetter Adv. Agency Inc., New York.

Miles Laboratories, Inc., Elkhart, Ind.

Will continue *National Barn Dance* and *Uncle Ezra* programs on NBC in addition to programs on Canadian network as well as news programs on 10 stations and foreign language programs on group of stations. Will also continue *Comedy Stars of Broadway* transcriptions. Wade Adv. Agency, Chicago, is agency.

More Miles Co., Chicago

Used minute announcements on 15 stations at various times in 1937. According to Richard Robb, head of Richard T. Robb & Associates, Chicago agency, a survey is currently being made which will determine whether radio will be used in 1938. If radio is used it will be on a larger scale than in 1937.

Modern Living Health Institute, New York

Will continue with its present schedule of four programs a week on WOR, Newark. Agency: Alfred P. Zabin Adv. Agency, N. Y.

Montgomery Ward & Co., Chicago

Has discontinued transcribed quarter-hour program on 71 stations because of the business recession. Future spot programs depends on business conditions. Fiscal year begins in February. Lord & Thomas, Chicago is agency.

Morey Co., Los Angeles (Vita-Foot)

In the past devoted its entire advertising appropriation to newspapers, and only recently started using spot on KEHE, that city, in a test for Vita-Foot; contemplates minute live and time signal announcements on stations in the five principal Pacific Coast cities, placing through Steller-Millar Agency, Los Angeles.

Murine Co., Chicago

Has planned no radio for 1938 with advertising appropriation going to other media. BBDO, Chicago, is agency.

Mountain Copper Co. Ltd., San Francisco

Will increase radio activity in 1938. Has used daily time signal announcements and weekly quarter-hour transcribed programs on six regional stations twice weekly in seasonal campaign. In a spring campaign, planned for April, coverage will be substantially increased. List is now being made up by Allied Adv. Agencies, San Francisco.

C. F. Mueller Co., Jersey City

Using spot announcements and participation in New England for macaroni, leaves the air at the expiration of its contracts in January, and has no future plans. Agency: Kenyon & Eckhardt Inc., New York.

Murphy Products Co., Burlington, Wis.

Will continue weekly half-hour *Barn Dance* programs on WLS and WHO through summer, with no expansion, if any, until next fall. Wade Adv. Agency, Chicago, handles account.

Musebeck Shoe Co., Danville, Ill.

Started using two major stations in 1937 in cooperation with local dealers and plans to add other outlets in 1938. Quin Ryan's Sunday night sportcasts broadcast was begun on WGN July 11 and *Donald Novis Sings*, Standard Radio quarter-hour transcription, on WJR, Detroit, Nov. 19. Stations selected to date include WLW, KEHE and WTMJ. Sehl Adv. Agency, Chicago, handles the account.

Musterole Co.-E. W. Rose Co., New York.

Just renewed its transcription series *Carson Robison and His Buckaroos* on 24 stations. Agency: Erwin, Wasey & Co., Inc., New York.

Mutual Citrus Products Co., Anaheim, Cal.

Has been using five-minute dramatized commercials, five times weekly on six stations nationally, will increase activity, extensively on the Pacific Coast and in the Middlewest, using a similar type of program on a large list of stations, as territory is opened during 1938. Placement will be through Charles H. Mayne Co., Los Angeles.

Nash Motors Div., Nash-Kelvinator Corp, Kenosha, Wis.

Used Boake Carter for one-minute transcribed announcements on about 100 stations to announce new models. No other spot business will be placed until next fall, according to the agency, Geyer, Cornell & Newell Inc., New York.

National Bellas Hess, Kansas City

This mail order house specializing in women's clothes, used 13-week campaigns starting in March and September last year on about five rural stations. Radio plans for 1938 depend on business conditions. Ruthrauff & Ryan, Chicago, is agency.

National Biscuit Co., New York

Having successfully tested *Dan Harding's Wife* on WMAQ, on Jan. 3 will start it on 13 NBC-Red stations, with transcribed versions of program to run a quarter-hour five times weekly on 25 stations. Following is a complete list: WDAF WTMJ KSTP WTAR WKY KYW KDKA KSD WGY KVOO WSM KOA WSMB WFBR WBRC WNAC WGR WRT WLW WIS WFAA WHO WWJ WDRC KPRC. NBC Transcriptions, Chicago, cut the discs. McCann-Erickson, Chicago, is agency.

National Biscuit Co., New York

Has increased its appropriation for 1938, and plans wide use of transcriptions. Agency: McCann-Erickson Inc., New York.

National Carbon Co., New York

Not using spot now, has plans under consideration for the new year. Agency: J. M. Mathes Inc., New York.

National Transportation Co., Inc. New York

Has just renewed contract for a quarter-hour Parmelee program weekly on WHN New York. Two other stations were used during the summer, and the company plans to expand to other cities in the spring. Agency: World Wide Adv. Corp., New York.

Natone, Los Angeles

After a local test for Sav-a-Nail, will launch a national campaign in spring to introduce the product, a manicure wax. Live spot announcements on from 50 to 75 stations, as new markets are established, will be used. Campaign is scheduled to start in March with placement by Janes-Morton Inc., Los Angeles.

Nestle's Milk Products Inc., New York

Using *Mad Hattersfields* in transcription on three stations in addition to WLW Line; the program may be placed on other stations, including some in Canada. Agency: Lord & Thomas Inc., New York.

National Grocers Co. Ltd., Toronto

Has started a transcription series on CBL, Toronto.

New Departure Mfg. Co., Bristol, Conn.

Now on 15 stations with station breaks for coaster brakes before and after children's programs, leaves the air after Christmas to return in March. Agency: Lord & Thomas, New York.

Bureau of Milk Publicity, State of New York, Albany

Using transcriptions on about 20 stations, has increased its appropriation for 1938. Agency: J. M. Mathes Inc., New York.

New York Telephone Co., New York

Will continue participation in *Martha Deane*, WOR, Newark. Agency: BBDO, New York.

New York Mattress Co., Boston

Off-and-on user of spot during past season, will probably have a similar program in 1938 on WEEI, WNAC, WAAB. Agency: Louis Glaser, Boston.

Northeastern Laboratories Inc., Boston

Has just completed 13-week local sidewalk program and will probably resume in late summer with similar show. Agency: Louis Glaser, Boston.

North American Accident Insurance Co., Newark

Had been using local live programs on 18 stations, recently dropped all radio business but will return this month on 25 or more stations. Agency: Franklin Bruck Adv. Corp., New York.

Nostrane Products, New York

Using participation and spot announcements on WNEW, New York, and expects to continue. Agency: Schillin Adv. Agency, New York.

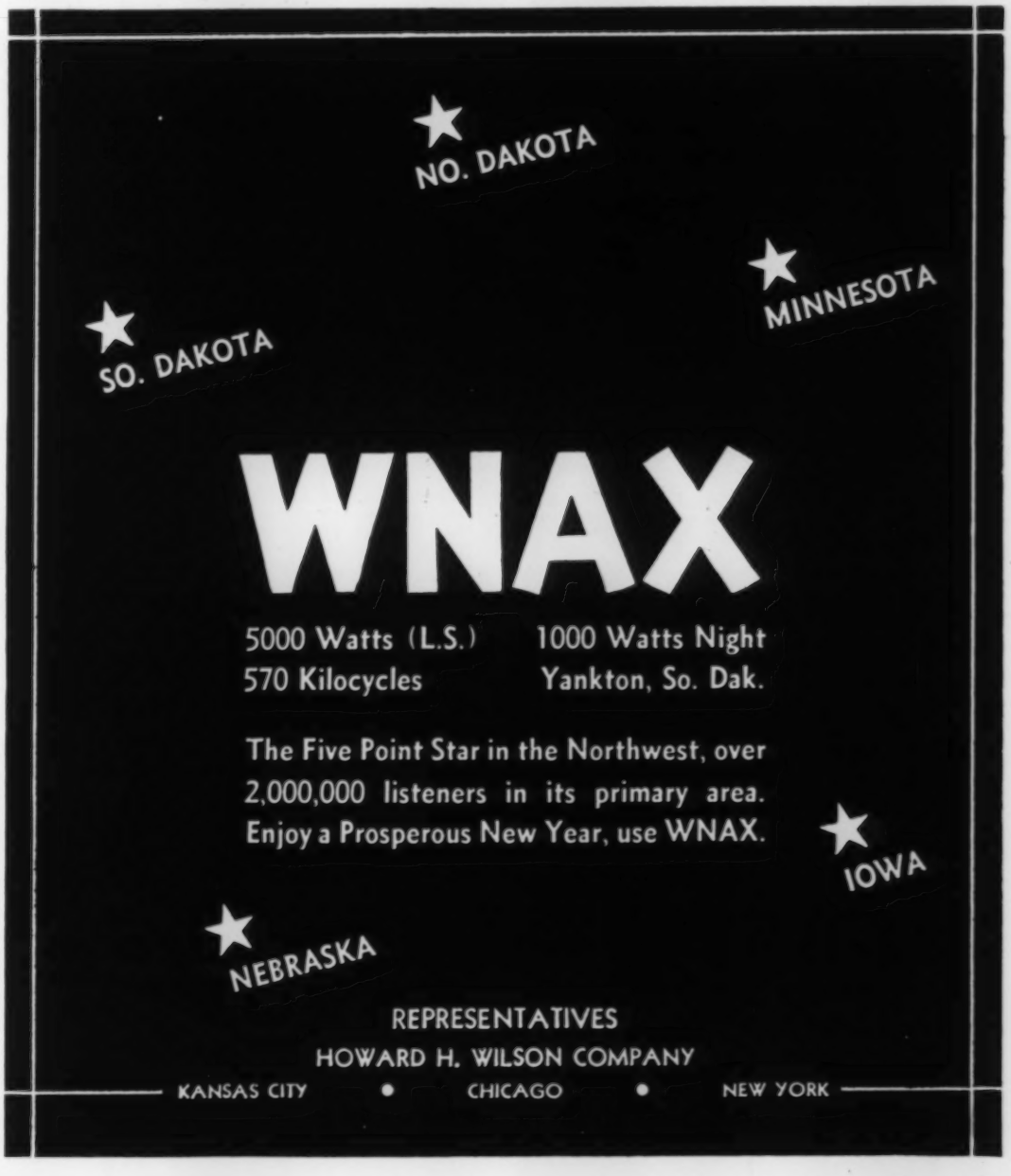
Nu-Enamel Paint Corp., Los Angeles

Used daily spot announcements and time signals on 6 California stations in a seasonal campaign during 1937; will use a similar type of radio and increase list of stations during 1938. A spring campaign is now being planned through Advertising Arts Agency, Los Angeles.

Olds Motor Works, Lansing

In 1937 used quarter-hour transcriptions on about 60 stations through the fall season, promoting its new models. While a similar campaign will be placed next year, no other spot is planned. Agency: Campbell-Ewald Co. of New York.

(*Continued on page 42*)



Old Homestead Bakery, San Francisco

Will continue its one hour amateur hour with Bennie Walker over KGO. Agency: Leon Livingston, San Francisco.

Omar Mills Inc., Omaha

Will continue *Your Home Town Memories*, quarter-hour transcriptions running three to six times weekly on 11 stations in 1938 with the exception of the summer months. J. Walter Thompson Co., Chicago, is agency.

Omega Chemical Co., Brooklyn

Will continue with announcements, five-minute spots, quarter-hour spots and time signals on about 25 stations for Omega oil. Agency is Husband & Thomas Inc., New York.

Oneida Ltd., Oneida, N. Y.

Has just completed a series of transcriptions on 36 stations. Future plans are indefinite. Agency: BBDO, New York.

Oshkosh Overall Co., Oshkosh, Wis.

Used radio extensively in 1937. Quarter-hour transcriptions of *Lem & Martha* now broadcast thrice weekly on WHO to be started on a number of stations Feb. 3. On Jan. 3 firm will start sponsorship of *Pat & Henry* thrice weekly. Ruthrauff & Ryan, Chicago, is agency.

Oyster Shell Products Co., New Rochelle, N. Y.

Plans no change in its schedule of announcements on 38 stations to run through October. Agency: Husband & Thomas Inc., New York.

Pacquin Inc., New York

Will continue until spring with five-minute transcriptions three times a week on 18 stations. Agency: Wm. Esty & Co. Inc., New York.

Pacific Coast Borax Co., New York

Will continue NBC-Red *Death Valley Days*. No change is contemplated. Agency: McCann-Erickson, San Francisco.

Packard Motor Car Co., Detroit

Slashing half-million dollars from advertising appropriation. Sixty per cent of the entire advertising appropriation in 1938 will be devoted to radio. Young & Rubicam, New York, handles the account.

Peaslee-Gaulbert Co., Louisville

Using five-minute transcriptions on 36 stations, will drop some of these and continue with about 20 stations. Some of the stations may be resumed in the fall. Agency: J. Stirling Getchell Inc., New York.

Penn Tobacco Co., Wilkes-Barre, Pa.

Now sponsoring news programs on two stations, and plans to continue without change. Agency: Ruthrauff & Ryan, New York.

Peoples Credit Jewelers Ltd., Toronto

Placing more spot local broadcasts in Ontario and Quebec cities where it has branches this winter. Agency: MacLaren Adv. Co. Ltd., Toronto.

Phillips Packing Co., Cambridge, Mass.

Has cancelled all radio advertising because of strikes at the factory, and doesn't know when it will be able to resume. Agency: Compton Adv. Inc., New York.

Piel Bros., Brooklyn

Using announcements in the South and expect to continue and possibly add to the list. Agency: Kenyon & Eckhardt Inc., New York.

Pilot Radio Corp., New York

May expand its present schedule on WMCA, New York, possibly adding other stations. Agency: Alvin Austin Co., New York.

Pinoleum Co., New York

Will continue to advertise Pinoleum cold remedies with twice daily spot announcements on seven stations (WQXR, WHN, WNAC, WMAQ, WBBM, KYW, WTAM) through the winter. Agency: Pedlar & Ryan Inc., New York.

Popular Brands, New York

Now on 8 stations, participating and spot announcements. Plans for 1938 are indefinite. Agency: Tracy-Locke-Dawson Inc., New York.

Princess Pat Ltd., Chicago

Will continue its *Princess Pat* program on a split red and blue network in 1938 with spot planned for 1938 in this country. XEW, Mexico City, will be used for the third consecutive year, with the possibility that half hour *Princess Pat* transcriptions will be used on a few Canadian stations. $125,000 was spent in 1937 with the 1938 budget set for $150,000. McJunkin Adv. Co., Chicago is the agency.

Procter & Gamble Co., Cincinnati

Will continue to expand its radio activities, at least until the end of its fiscal year, June 1. To supplement its *Road of Life* broadcasts on NBC-Red and CBS for Chipso, off-the-line transcriptions of the program are being used on the Pacific Coast and Canada. The *Houseboat Hannah* transcription series, used for Lava Soap in the United States, is also used for Chipso in Canada. A new transcribed serial program will be started early in the year for placement on the West Coast and in Canada to advertise Camay, Calay and Dash. Above business is placed through Pedlar & Ryan Inc., New York.

Procter & Gamble Co., Cincinnati

Using one-quarter hour daily Polish program—5 times weekly on WOV, New York, and two five-minute Polish newscasts daily except Sunday on WJBX, Detroit, with more foreign language programs planned for 1938. Starts *The Goldbergs* on 11 CBS stations, with transcribed versions on four or five stations at least. Continues *Houseboat Hanna* quarter-hour discs five times a week on 15 stations all through the year for Lava soap. Will start *Kitty Kean* on 16 CBS stations for Dreft and *Ma Perkins* on 30 CBS stations for Oxydol.

Procter & Gamble Co., Cincinnati

During 1937 used Morton Downey transcriptions for Drene and Carson Robison for Oxydol, on Radio Luxembourg. While the Drene series is now completed, the Robison discs now going into their fourth year will continue indefinitely. Agency is Erwin, Wasey & Co. Ltd., London.

Procter & Gamble Co., Cincinnati

On Jan. 3 starts announcements for three weeks on one station for Ivory Snow and transcriptions of *Gospel Singer* on one station for Ivory soap. Agency: Compton Adv. Inc., New York.

Producers Distributing Agency, New York

Discontinued its WOR turkey program after Christmas, but expects to use a similar or larger schedule next fall and winter. Agency: Edwin M. Phillips Co., New York.

Pro-phy-lac-tic Brush Co., Florence, Mass.

Used some one-minute announcements early in 1937, but is now off the air and will probably not return in 1938. Agency: Lambert & Feasley Inc., New York.

E. Pritchard Inc., Bridgeton, N. J.

Used no radio in 1937, but is making plans for 1938 for its catsup. Agency: Wadsworth & Walker Inc., New York.

Puritan Baked Beans, Portland, Me.

Making radio debut Jan. 6 on six stations (WCOP WHDH WTIC WJAR WTAG WSPR) with participations directed to women. Agency: Louis Robert Korn, Portland.

Purity Bakeries Corp., Chicago

Cancelling radio advertising the first of the year. Firm has been using *Hope Alden's Romance* five times weekly on 17 stations. No agency is currently handling the account.

Quaker Oats Co., Chicago

Will start transcriptions of its *Dick Tracy* network program, five days weekly, beginning Jan. 3 on about a dozen stations in the South and West. Program, advertising Puffed Wheat and Puffed Rice, is to be extensively merchandised, with appropriate premiums and give aways for members of the Dick Tracy Club. Series is the first non-summer radio advertising for these products, and is timed to take advantage of rising interest in juvenile shows following first of year and of spring stock-ups of grocers for summer business. Agency: Fletcher & Ellis, Inc., New York.

WHICH HALF WILL YOU EAT, SI?

Maybe it's because we don't have droughts, and are kind of used to eating —— but it's a fact that our Red River Valley people consume 30.3% of all food sold in the three combined states, North Dakota, South Dakota and Minnesota [exclusive of the counties containing Minneapolis and St. Paul]. . . . And WDAY is the station that brings this rich market to you — in one audience, at one low cost. . . Want the figures?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

"IT'S GOT MOST OF THE LISTENERS...MOST OF THE TIME!"

The MILWAUKEE JOURNAL STATION WTMJ

RCA Mfg. Co., Camden

Has recently started one and two minute announcements before and after broadcasts of the Metropolitan Opera, which will run until mid-March, and is also using local live half-hour programs on all NBC-owned and operated stations. Agency: Lord & Thomas, New York.

Railway Express Agency, New York

Uses spot announcements for the holiday season only. Stations in 32 cities were used in 1937. Agency: Caples Co., New York.

Rapinwax Co., New York

Will continue participation on *Martha Deane*, WOR, Newark. Agency: W. I. Tracy Inc., New York.

Reliance Mfg. Co., Chicago

Will curtail radio expenditures in 1938. While 25 stations were used in 1937 only seven stations are scheduled to start March 1 in a 13-week campaign. Live talent programs will start on the following tentative list: WLS WLW KDKA WHO WJR WBT, WCCO. Mitchell-Faust Adv. Agency, Chicago handles the account.

Retail Lumberman's Dealer Assn.

Consists of 12 sections of lumber dealers throughout the country, which met in Chicago in December at which time radio advertising was planned for 1938 to stimulate building of homes. James R. Lunke & Associates, Chicago, will handle the campaign.

Rival Packing Co., Chicago

Has bulk of its distribution in the East and Midwest, but may add other outlets as distribution is increased in other markets during 1938. Radio advertising appropriation for 1938 will be increased. Charles Silver Co., Chicago, is agency.

Remington Rand Inc., Buffalo

Using announcements on 10 stations quarter-hour and programs on three New York stations. Some expansion is planned early in 1938. Agency: Leeford Adv. Agency, New York.

Remington Rand Inc., New York

Plans no change in its schedule of local live programs on 12 stations. Agency: Franklin Bruck Adv. Corp., New York.

Robin Hood Mills Ltd., Montreal

Runs transcription campaigns in various cities where sales need stimulating. Latest contract is for 52 episodes of *Magic Island* on CKTB, St. Catherines, Ont. Agency: All-Canada Radio Facilities Ltd., Toronto.

Roaman's Department Store, New York

Will continue to use WGY Schenectady, and KDKA, Pittsburgh, for mail order business. Sponsor uses participating programs from time to time. Agency: Albert Frank-Guenther Law Inc., New York.

Rolls Razor Inc., New York

Has no plans for 1938 radio. Used quarter-hour transcriptions on 7 stations last spring at a cost of $11,000. Agency: Kimball, Hubbard & Powel Inc., New York.

Royal Lace Paper Works, Brooklyn

Has discontinued its line-up of five-minute transcriptions on 15 stations, but will probably return to the air in the spring. Agency is Lawrence C. Gumbinner Adv. Agency, New York.

Royal Toy Co., New York

During 1937 placed a four-week campaign of announcements on 22 stations for the holiday business and expects to repeat next winter. Agency: Reiss Adv. Inc., New York.

ODD REMOTE—Radio went quail hunting Dec. 10 in the uplands of New Jersey when WOR broadcast a shot-by-shot account of the activities of a group of sportsmen, including Babe Ruth. Shown above, left to right, are Babe Ruth, Engineer George Brazee, and Dave Driscoll, of the WOR special features department. Bob Edge, WOR hunting and fishing commentator, was in the background.

Rumford Chemical Works, Providence, R. I.

Will continue indefinitely with its present schedule of one-minute announcements on 15 stations for baking powder. Agency: Atherton & Currier Inc., New York.

Rulo Corp. of America, Oakland, Cal.

Using one and two daily five-minute transcribed commentary programs on 22 stations in 11 Western States for its gas-saving device. Will increase to 90 stations during early part of 1938, with dealer tie-in. Currently making up list. Agency is Volney T. James & Associates, Los Angeles.

Canned Salmon Industry, Seattle

Will use radio at peak interest periods during 1938, placing through J. Walter Thompson Co., that city.

St. Germaine Press, Chicago

Sponsoring a weekly quarter-hour transcribed talk on 14 stations nationally, supplemented by a similar live program on six stations; will continue and add to the list during early spring. Allied Adv. Agencies, Los Angeles, services the account.

Safeway Stores, San Francisco

Will continue its advertising campaign five nights weekly with the transcribed program *Land of the Whatsit* over 13 stations in California, Oregon and Washington. The company recently renewed for 13 weeks. Agency: J. Walter Thompson Co., San Francisco.

Salerno-Megowen Biscuit Co., Chicago

Sponsoring *Question-Air* program on WMAQ, Chicago, plans to use split NBC-Red network in 1938, including outlets in Milwaukee, Detroit, Omaha and St. Louis. The firm plans to spend $70,000 on radio in 1938. Schwimmer & Scott, Chicago, is agency.

Sarnay Products, New York

Will use two stations in Florida and may expand for its athlete's foot remedy schedule. Agency: Albert Frank-Guenther Law Inc., New York.

Satisfactory Shoe Co., Chicago

Started its first radio advertising last October on WJJD, and plans gradual expansion in 1938 as Chicago test has proven successful. First United Broadcasters, Chicago, is agency.

T. M. Sayman Co., St. Louis (Sayman's soap)

Started its initial radio advertising in November. Plans for 1938 are not set though there is a possibility that a network may be used. Benson & Dall Inc., Chicago, is agency.

(*Continued on Page 44*)

WE'LL TRACK DOWN THOSE ORDERS FOR YOU . . .

THOMAS PATRICK, INC.

HOTEL CHASE ST. LOUIS

ROBERT THOMAS CONVEY, President

THANKS TO VARIETY FOR SHOWMANSHIP RECOGNITION

KWK

REPRESENTATIVES PAUL H. RAYMER CO., NEW YORK - CHICAGO - SAN FRANCISCO

S. A. Scherer Corp., Los Angeles

Covers California with branch offices, will increase spot announcements and time signal usage in 1938, has increased its radio appropriation 10% over last year. Sponsor used 17 stations consistently during 1937 and will increase the number in 1938, placing through Allied Advertising Agencies Inc., Los Angeles.

Schering Corp., Bloomfield, N. J.

May use some spot during the year for Saraka laxative, but is off now. During 1937 used quarter-hour transcriptions on 7 stations. Agency: Marschalk & Pratt Inc., New York.

Schlitz Brewing Co., Milwaukee

Ran *Palm Garden of the Air*, 5 and 15-minute transcriptions, on 10 stations in 1937 with about 20 stations planned for 1938. Programs are currently on a few stations with complete list to run in the summer. Local dealer tie-ups are planned for 1938. Schlitz spent $20,000 on radio in 1937. McJunkin Adv. Co., Chicago, is agency.

Schoonmaker Laboratories, Caldwell, N. J.

Using six announcements and five-minute spots weekly on two stations for Zyl, contemplates no change. Agency: Luckey Bowman & Co., Inc., New York.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

Scott Powders, Chicago

A new firm started initial radio advertising in October and plans gradually expansion in 1938. Spent $10,000 during the last quarter of 1937. First United Broadcasters, Chicago, is agency.

Seaboard Finance Co., Los Angeles

With offices in several California cities, used 10 stations consistently during 1937 and will substantially increase that number during 1938, using spot announcements and time signals. Company has increased its radio appropriation approximately 10% over last year. Allied Adv. Agencies, Los Angeles, has account.

Sears Roebuck & Co., Chicago

Testing a few markets in Minnesota. May add more stations in 1938 if tests prove successful. No network is planned at the present. Radio expenditures for 1938 will be formulated the latter part of January as Sears' fiscal year begins in February. Blackett-Sample-Hummert Inc., Chicago, is handling the radio plans for Sears.

Sherman, Clay & Co., San Francisco

Plans to continue its radio activities in 1938 and will use KJBS and KQW for the release of its seven nights a week feature.

Sherwin-Williams, Co., Cleveland

Uses participation programs in spring and fall. Past schedules have run on about 24 stations. Agency: T. J. Maloney Inc., New York.

Seminole Flavor Co., Chattanooga

Will use spot in a few markets for Double Cola in cooperation with dealers in summer of 1938. McJunkin Adv. Co., Chicago, is agency.

W. A. Sheaffer Pen Co.

Used spot announcements and programs on 40 stations from March to June and August through December in 1937. Presumably similar campaigns will be conducted in 1938. Russell M. Seeds, Chicago, is agency.

Sinclair Refining Co., New York

Continuing its live show on WBBM, Chicago, with no change. Agency: Federal Adv. Agency, New York.

Sitroux Co., New York

Will continue to use a live program on WOR, Newark, and spot announcements on WLS, Chicago, for its mentholated tissues. No expansion is planned. Agency: Franklin Bruck Adv. Corp., New York.

Skelly Oil Co., Kansas City

Will continue its *Court of Missing Heirs* on 19 CBS stations plus transcribed versions on 10 stations until June. It is still undecided whether to continue program during the summer months. Blackett-Sample-Hummert, Chicago, is agency.

Smith Bros., Poughkeepsie

Using announcements on 50 stations, will continue without change until spring. Agency: Brown & Tarcher Inc., New York.

Smith Overall Co., St. Joseph, Mo.

Will begin its initial radio advertising using live talent programs three quarter-hour periods weekly on group of stations including KGGF, KGNC, and KGBX. Stations are represented by Howard H. Wilson Co., Chicago. R. J. Potts & Co., Kansas City, is agency.

Sobol Bros. Service Stations, New York

Will continue daily quarter-hour programs on WMCA, New York. Agency: J. Stirling Getchell Inc., New York.

Socony-Vacuum Oil Co., New York

Renewing its sports broadcasts on six stations. Agency: J. Stirling Getchell Inc., New York.

Soil-Off Mfg. Co., Glendale, Cal.

Using a weekly five-minute participation on KNX, Hollywood, and quarter-hour live talent on KFWB, Los Angeles, will continue; contemplates minute transcribed spots in five major Pacific Coast cities in an early 1938 campaign. Gerth-Knollin Adv. Agency, Los Angeles, has account.

Sperry Flour Co., San Francisco

Will continue five regular live talent studio programs heard various days of the week over the NBC-Pacific Coast stations. They are *Sunday Special, Gloria Gale, Hazel Warner, Martha Meade* and *The Monday Blues Chasers*. No change is contemplated for 1938 unless it is for additional radio time. Agency: Westco Adv. Agency, San Francisco.

Standard Oil Co. of California, San Francisco

Will continue its broadcasts of the *Standard Symphony Hour* over 5 NBC-Red network stations on the Pacific Coast and its *Standard School* broadcasts over six NBC-Red stations on the Pacific Coast and one station in Honolulu. No change is contemplated. Agency: McCann-Erickson, San Francisco.

Standard Oil Co. of N. J., New York

Has renewed *Esso Reporter* on 13 stations for 52 weeks, does not plan anything else. Agency: Marschalk & Pratt Inc., New York.

Star Outfitting Co., Los Angeles and San Francisco

A consistent user of spot and live talent programs for the last six years, will increase its radio activity during 1938. Sponsor consistently used 12 stations during the past year, with half-hour to one-hour daily programs, and will add to the list, having increased its radio appropriation by 10%. Allied Adv. Agencies, Los Angeles, has account.

Frederick Stearns & Co., Detroit

Will continue use of five-minute transcriptions on seven stations for Astringosol through Erwin, Wasey & Co. Inc., New York.

Sterling Furniture Company, San Francisco

Plans to continue its radio activity throughout 1938. At present using seven weekly spot announcements over KGO, San Francisco. Agency is Long Adv. Service, San Francisco.

Stewart Warner Alemite of Canada, Toronto

Started a transcription campaign on CBL, Toronto, and CFCF, Montreal. Auditioning for followup shows during the year. Agency: All-Canada Radio Facilities Ltd., Toronto.

F. A. Stuart Co., Marshall, Mich.

Entered the radio field in August, 1937, for Stuart's Dyspepsia Tablets. Currently spending $3,000 weekly, $50,000 for the year on radio. Using daily live-talent programs on six stations—WNAX, KMMJ, WHAS, WJJD, WIBW, WLW. Will add the New York market in February in addition to other markets. Radio appropriation for 1938 will be $150,000. Agency is Benson & Dall Inc., Chicago, with Roland J. Dooley, account executive.

Sun-Maid Raisin Growers Association, Fresno, Cal.

Has $150,000 advertising appropriation for 1938, including radio. Lord & Thomas, San Francisco, has account.

Sure Laboratories, Chicago

Using spot announcements on five stations; may add other outlets in 1938 as distribution is secured in other markets. Kirtland-Engel Co., Chicago, is agency.

Sussman-Wormser & Co., San Francisco

Plans to continue present radio activities during 1938. At present sponsoring twice-weekly drama *I Want a Divorce* on NBC-Red network on Pacific Coast (KPO, KHQ, KOMO, KGW, KFI, KTAR, KFBK, KWG, KMJ, KERN). Agency is Emil Brisacher & Staff, San Francisco.

Tappins Jewelry Stores, Newark

Using announcements on six stations, has greatly increased its radio appropriation for 1938. Agency: Schillin Adv. Agency, New York.

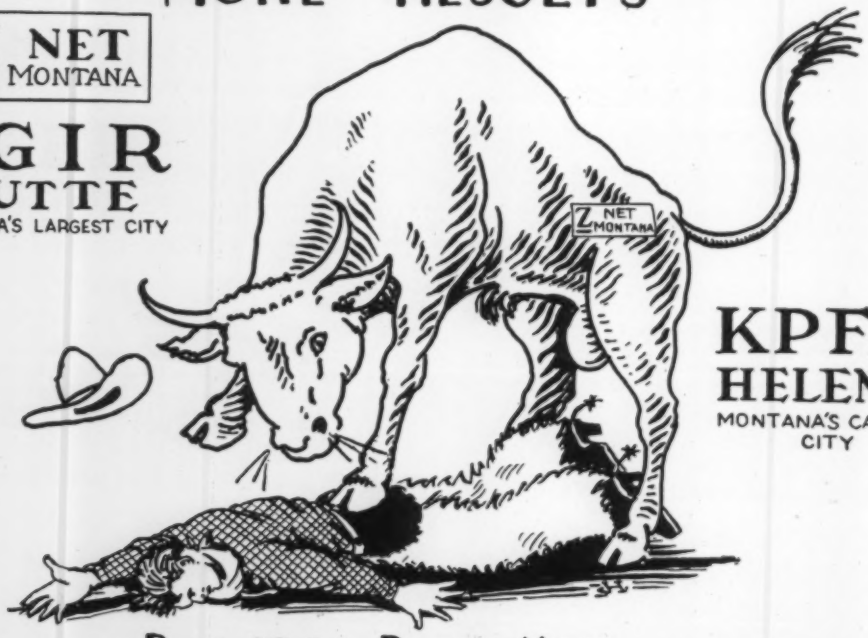
Tea Market Expansion Bureau, Toronto

Continuing in 1938 its series of flash announcements three or four times daily on 9 Canadian stations in Ontario and Western Canada. Agency: Baker Adv. Agency Ltd., Toronto.

MORE RESULTS

Z NET MONTANA

KGIR
BUTTE
MONTANA'S LARGEST CITY



KPFA
HELENA
MONTANA'S CAPITAL CITY

BOX 1956 BUTTE MONT.

Tide Water Oil Sales Corp., New York

Using news and sports news programs on nine eastern stations, will continue through 1938 and may add. Agency: Lennen & Mitchell Inc., New York.

Tuckett Ltd. (tobacco), Toronto

Placing more spot transcriptions on Ontario and Quebec stations this winter. Agency: MacLaren Adv. Co. Ltd., Toronto.

Dr. Francis E. Townsend Personal Campaign Fund, Chicago

Formerly known as Townsend National Weekly, this sponsor expects to use 40 stations in 1938, including placements by national headquarters in Chicago, with local Townsend Clubs throughout the country. $5,000 was spent in 1937 with at least that much to be used in 1938. This does not include the 11 stations on the Don Lee network which runs about $300 weekly. Lisle Sheldon Adv., Los Angeles, places the time on the Don Lee Network with Burton-Keith, Chicago, handling the national placements.

Tree Sweet Products Co., Los Angeles

Now using participation programs on the Yankee Network and six Midwest stations, from one to three times weekly, will increase radio activity in 1938, going into new territory, as new markets are established. Dana Jones Co., Los Angeles, has account.

Union Pacific Railroad Co., Omaha

A consistent user of radio time, on Jan. 2 will start for 52 weeks a weekly quarter-hour transcribed serial *Strange As It Seems* on 15 stations nationally. List may be enlarged. Placed through Caples Co., Chicago.

United Air Lines, Chicago

Spent $5,000 on spot in 1937, with bulk of appropriations on KFI and KHJ, Los Angeles and KFRC, San Francisco. Appropriations may be increased for 1938. J. Walter Thompson Co., Chicago, is agency.

United Drug Co., Boston

Semi-annually places a five-day quarter-hour transcribed program on about 200 stations, will this year add a third series in February. Agency: Street & Finney Inc., New York.

Utica Knitting Mills, Utica, N. Y.

Uses announcements every fall on about 18 stations; expects to use more than usual in 1938. Agency: John Thomas Miller, New York.

Utilities Engineering Institute, Chicago

Using 12 stations, will add 15 more first of January. Radio campaign in 1937 has been extremely successful. First United Broadcasters, Chicago, is agency.

Vick Chemical Co., Greensboro, N. C.

Using 25 and 100-word announcements on 80 stations, will continue through the middle of March, starting again in the fall. Has 100-word announcements on 12 Canadian stations through March. Agency: Morse International Inc., New York.

Vickers & Benson Ltd., Toronto

Office reports a number of new experimental spot campaigns, and one client has already signified intention of extending the campaign to more stations later in the year.

WTMJ GRADUATES
Biggest Radio Honor Roll
Claimed by Station

CLAIMING to have graduated more radio stars than any other station, WTMJ, Milwaukee, boasts of the following names on its honor roll: Hildegarde, singer; Stanley Morner, singing actor now in Hollywood; Lynn Martin, rhythm singer now in Hollywood; *Uncle Ezra P. Watters*, otherwise known as Pat Barrett; Vivian Fridell, star of *Backstage Wife;* Don McNeill, m. c. of NBC's *Jamboree* and *Breakfast Club;* Happy Jack Turner, singing pianist; Ethel Owen, dramatic star on Chicago network shows; Burr Lee, Harriet Linehan and Frank Behrens, Chicago actors; Louis Roen, NBC announcer; Sally Foster of the *National Barn Dance*, and John Olson in charge of a series of shows for Ruthrauff & Ryan Inc. WTMJ's feature, *Heinie and His Grenadiers* is frequently broadcast on the network, as is Russ Winnie, sports expert.

Volopet Co., Toronto

Will increase spot campaign in 1938 for chemicals. Agency: Broadcast Adv. Service, Toronto.

Wadsworth-Howland & Co., Malden, Mass.

Using three one-minute transcriptions weekly on 35 stations for paint; may drop a few stations. Agency: J. Stirling Getchell Inc., New York.

Walker-Gordon Laboratory Co., Plainsboro, N. J.

Currently is one of the sponsors for *Martha Deane's* cooperative program on WOR, Newark, and also uses spot announcements on WNAC, Boston. Future plans indeterminate. Agency: Young & Rubicam Inc., New York.

Walsh Advertising Co. Ltd., Toronto

Office, reports a tendency for Canadian advertisers to become more radio minded, and expect this to have its effect on the 1938 spot business. A few clients are experimenting with spots and their next appropriations will take into consideration the results obtained from these tests. Programs are tending to stabilize rather than increase.

Henry K. Wampole & Co. Ltd., Toronto

The proprietary firm's present spot campaign over about 30 stations is expected to continue in 1938. Agency: Ronalds Adv. Agency Ltd., Toronto.

Wander Co., Chicago

Will continue *Little Orphan Annie* for Ovaltine on 25 NBC-Red network stations and transcribed versions of the show on 21 stations through June; returning in fall with same schedule. Blackett-Sample-Hummert, Chicago, is agency.

Ward Baking Co., New York

Continuing its bread advertising on the air, news programs on WJAX, Jacksonville, and WHKC, Columbus, and spot announcements on WCAE, Pittsburgh, and CKLW, Detroit. Agency: Fletcher & Ellis Inc., New York.

Wasey Products, New York

Sponsoring Arthur Godfrey's *Sun Dial* three mornings weekly on WABC, New York, for Kreml hair tonic, Barbasol, Musterole and Zemo. Program started Nov. 30 and results do not indicate yet how long it will be continued. Agency: Erwin, Wasey & Co., Inc., New York.

Washington State Apples, Seattle

Approximately 25 stations in key cities scattered throughout the nation were used by this cooperative concern during 1937 for spot announcement campaigns. According to present indications the radio campaign will be carried on a larger scale in 1938. Agency: J. Walter Thompson Co., San Francisco.

Western Growers Protective Association, Los Angeles

A seasonal user of radio time, will increase its activity during 1938. Association used daily spot announcements on 16 Eastern and Midwestern stations in a fall campaign for Crisp Eatin' lettuce and earlier in 1937 used a similar number for Sweet Eatin' melons. J. Walter Thompson Co., Los Angeles, services the account.

White House Rice Co., Houston

After a four-week test on KNX, Hollywood, will launch an extensive Pacific Coast campaign in February. Type of program and stations to be used not yet decided upon. Agency is Wm. A. Ingoldsby Co., Los Angeles.

Whiting Milk Co., Charlestown, Mass.

Using quarter-hour student programs on WAAB, Boston, will discontinue on April 20. Agency: N. W. Ayer & Son Inc., New York.

Wilbert's Products Inc., New York

Will continue with a schedule of announcements on WMCA, New York, for its wax. Agency: W. I. Tracy Inc., New York.

Willard Tablet Co., Chicago

Did not advertise as heavily in 1937 as in previous years. Currently using five stations with others likely to be added during 1938. First United Broadcasters, Chicago, is agency.

Williamson Candy Co., Chicago (Oh Henry)

Now using spot on four stations—WBZ-WBZA, WGY, WTAM and KOA—is currently gathering data on the Oklahoma and Texas markets with the possibility of using radio there in 1938. Agency is John H. Dunham Co., Chicago.

Shirley Wynn Laboratories, New York

On WMCA, New York, for about three years, expects to continue indefinitely without change. Agency: Erwin M. Frey, New York.

Yellow Cab Co., San Francisco

In all probability will increase its radio activity in 1938. At present it is using a spot announcement campaign on one station in San Francisco and one in Los Angeles.

Zonite Corp., New York

Expects to use announcements on about 40 stations in the spring for Larvex. Agency: McCann-Erickson Inc., New York.

Williams on Mutual

J. B. WILLIAMS Co., Glastonbury, Conn., (shaving preparations) is starting a new audience participation program on three Mutual stations. The half-hour weekly show will consist of two teams quizzing each other, winner to receive a cash prize of $50. Agency is J. Walter Thompson Co. Inc., New York.

ACCURACY—
KNOWLEDGE
& 39 YEARS
EXPERIENCE
IS THE FIRM
FOUNDATION
UPON WHICH
OUR BUSINESS
IS BUILDED.

★ Field Intensity and Station Location Surveys.
★ Directional Antenna Systems.
★ Allocation Problems.
★ Television Specialists.
★ Broadcast, High Frequency and Ultra High Frequency Bands.
★ Management and Sales Analyses.
★ Coverage Presentations for Sales Purposes.
★ Market Data.

A COMPLETE SERVICE
FOR THE
BROADCASTING STATION

Lieut. Comdr. Thomas Appleby,
U. S. N. R., Pres. and
Chief Engineer
—Special Appointment—
Civilian Radio Engineer U. S.
Navy Dept. in 1919

Appleby
and
Appleby
Consulting Radio
Engineers
Jasper & Winchester Aves.
ATLANTIC CITY, N. J.
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350 MADISON AVE.
PHONE—MURRAY HILL 2-2046

RADIO STATION WFLA
STUDIOS TAMPA • • CLEARWATER •
N B C AFFILIATE
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT

CLARK

for

QUALITY

in

ELECTRICAL TRANSCRIPTION PROCESSING!

Quality recordings require *quality* processing. That's why leading transcription manufacturers and radio stations specify CLARK pressings.

For 20 years CLARK has been the standard in electrical transcription and phonograph record processing. Both wax and acetate "masters" get careful skillful supervision. They come out right when CLARK does them.

For *quality* processing—say CLARK.

Clark PHONOGRAPH RECORD CO.

NEWARK · N · J ·

216 HIGH ST.

HUmboldt 2-0880

Canada Expects Record Year

(Continued from Page 15)

taken by advertising agencies in spot broadcasting is the report of one large agency with branches in seven Canadian cities that the spot business has gone up considerably in the last 18 months, that no one knows how far it will go in 1938, and that definitely the peak is not nearly in sight.

There is at least one field untouched in Canada, and that is the financial institution. Only one or two such organizations are known to have done anything with radio, and only in a small way. The opinion of a large agency doing mainly financial advertising is that if a program series can be devised, financial institutions may be won over from their conviction that radio is not dignified enough for their business. It must be remembered that the field is also different in Canada because there are only ten banks and these operate on the branch banking system, because trust organizations are entirely separate from banking, and other special Canadian financial conditions.

Business is good in Canada, unemployment has dropped considerably, exports are growing, national revenue has bettered expectations, and a balanced federal budget is looked for when Parliament reconvenes Jan. 27, all signs for an expected record year in radio broadcasting.

D. H. Copeland, vice-president Associated Broadcasting Co. Ltd., Toronto, stated: "We have in the past few months placed national transcribed and live shows for 46 new and old clients over 48 stations, our company acting in most cases as a radio department for general Canadian advertising agencies. We have found that 1937 has been the best year for radio advertising in Canada, and we have been in business since 1928. The new year promises to be even better, and we expect a fifty per cent increase in the number of our sponsors, while the majority of present advertisers anticipate using bigger campaigns. There has been such an increase of business this past year that since February, 1937, we have had to increase the space of our Toronto office three times, and now occupy an entire floor. There is a definite tendency towards transcription campaigns in Canada, and this tendency will continue to increase during the new year."

Ronalds Adv. Agency Ltd., Toronto, reports that while transcriptions are increasing, if the recently formed regional and national networks of the Canadian Broadcasting Corp. work out successfully, there will be more live talent shows in Canada during 1938. Most of their larger clients are going in for network programs during the new year. Expectations are that 1938 will be a little better than 1937 which in turn has seen more radio advertising than 1936.

Grow & Pitcher Agencies, Toronto, reports that the transcription business in Canada looks as if it will definitely increase at a conservative figure by 300% this winter. Last year, the agency points out, transcription campaigns were practically an innovation in Canada where interest has lagged about three years behind the United States in spot transcription business. Today transcriptions are considered a standard advertising medium in the Dominion. The agency, which imports United States transcriptions, finds that several accounts which tested transcriptions for spot campaigns durings the past year are now definitely in radio advertising with 15-minute spots. Many new Canadian radio advertisers have started and plan to use in the coming year 5 and 15-minute transcription programs. Transcriptions from the United States coming into Canada have to pay a customs duty of about 33%, an added burden as compared to network programs from the United States which come in free of customs duty.

W. Orr, radio account executive, R. C. Smith & Son Ltd., Toronto states: "On a recent trip to the smaller local stations throughout Ontario I found a decided swing from transcriptions to local live talent shows for local advertisers, due mainly to the increase in network programs on the Canadian Broadcasting Corp. regional network. Our largest clients will use networks next year, with one planning to use many small stations on the hook-up not included in the established regional nets. During daylight hours transcription spot campaigns are expected to be a bit better in 1938 as compared to the past year."

Recent Improvements

Frank Goodman, Young & Rubicam, Toronto, said: "The situation for spot broadcasting in Canada has improved noticeably since the Canadian Broadcasting Corp. announced its national and regional networks. The situation is now better for Canadian advertisers, for many small stations now will be on the national net carrying well-known United States programs, making spots in between, before or after these programs very valuable. Formerly the only spots of value were carried in the morning to the women listeners, but now things have altered. As a result we are revising next year's spot program accordingly." During 1937 the agency placed transcription campaigns for Bordens Products on two stations.

Cockfield Brown & Co. Ltd., reports from its Toronto office that the prospect for national Canadian spot business looks good, that billings are going to be bigger in the early part of 1938 than in 1937 and that there will be an appreciable increase in the number of stations to be used in the coming year by its clients. Business in 1937 was up over 1936. There has not been any effect of the United States recession in Canada, as far as their business is concerned.

According to Consolidated Advertising Service Ltd., Toronto, there is a tendency to squeeze out small spot announcements, and the agency has had difficulties in placing such campaigns on a number of stations. They have two accounts who will be interested in the 1938 spot campaigns and one interested in a national network campaign.

A. McKim Ltd., reports from its Toronto office a definite increase in national program business in sight

To Cover the Rich Northwestern Ohio and Southern Michigan Market USE

WSPD

An NBC Basic Station

WSPD dominates in Toledo and its prosperous retail trading area—dominates in popularity—dominates in advertising effectiveness.

5000 Watts Day — 1000 Watts Night

WSPD

Commodore Perry Hotel, Toledo

for 1938 as compared to 1937, and that radio placements in the past year amounted to four times the amount placed in 1936. The number of stations used by their clients definitely increased. The agency has a fair amount of spot business in view for the new year, with four campaigns starting shortly after the beginning of the year over from 12 to 30 stations.

The Canadian Broadcasting Corp.'s Toronto commercial office reports that without doubt the CBC will carry some of the outstanding commercial programs on networks in 1938. There is also an increase in the number of Canadian originating network shows in view for 1938 giving more employment to Canadian musicians. The spot business prospects for CBC stations are on a par with the business carried in 1937. The CBC is in the peculiar position of going after commercial business but at the same time having to keep a balance on the amount of sustaining and commercial programs carried over its own stations and networks, since the CBC is a publicly-owned body to give broadcasting service to Canadians, and is not in business for a profit.

C. M. Pasmore, radio department head, MacLaren Adv. Co., Ltd., Toronto, states: "We are placing more spot business this winter than ever before. Prospects are fair for a bigger year in 1938. An appreciably larger amount of business was placed in 1937 over the previous year, using more stations with more broadcasts over individual stations."

Sees a Big Increase

Edward Gould, radio executive, McConnell, Baxter & Eastman Ltd., Toronto, said: "We are looking forward to a substantial increase in radio activity in 1938. During 1937 many advertisers experimented more or less with radio and found they had been passing up a major medium. Many of our own clients will be on the air in 1938—some of them for the first time—while others will increase existing appropriations. A source of gratification in the past year is the tendency on the part of advertisers to select a better class of program—whether live or transcribed—while frowning on the idea of getting on the air just for the sake of using radio. If this tendency increases, and there is no doubt that it will, Canadian radio will surely lose the last vestige of 'amateurishness,' which criticism is at present very often leveled at it."

T. J. Henry, N. W. Ayer & Son of Canada Ltd., Toronto, said: "Spot broadcasting will be heavier in 1938. There is a greater consciousness of radio in Canada in both spot and network business, the latter especially because of the lower rates established by the Canadian Broadcasting Corp. Indications are that business will be definitely better in 1938, using about the same number of stations as 1937. Campaigns will embrace all types of shows, transcribed, live, local and spot announcements."

J. J. Murray, Broadcast Advertising Service, Toronto, said: "We are definitely using more spot programs all the time. Business is very much looking up, and we expect an increase in this agency of 70 to 80% by the end of 1938. All advertisers are taking an interest in radio in Canada."

Nate Colwell, Canadian manager Joseph Hershey McGillvra, Toronto, said: "I believe spot business in Canada will be larger in 1938 than ever before. The proportional growth will be more phenomenal for two reasons: First, because the stations have become more progressive in selling time and have cleaned house in recent months; second, because of the fine job the Canadian Broadcasting Corp. has done in bringing national United States accounts into Canada on national networks. Coupled with these reasons is an awakening on the part of advertising agencies to radio business, with many agencies which have left radio alone till now opening radio departments, and several adding radio executives to their staffs. Canadian broadcasting is farther away from developments made in spot campaigns than in the United States, and the growth this coming year will be the more phenomenal, while at the same time Canadian stations will not feel to such an extent the seasonal slumps in spot business as in the United States. More radio advertising is going in for year round contracts in Canada. Greatest increases will be found in the food, drugs and automotive accounts."

Blaker Adv. Agency Ltd., Toronto, reports that General Foods for Jello, Grape-nuts, Sanka Coffee, Maxwell House Coffee, Calumet Baking Powder and Swans Down Cake Flour as well as the Carnation show will continue in Canada in 1938, with Jello and Carnation going on networks. Maxwell House new 1938 show is being aired in Canada from CBL, Toronto, and CBM, Montreal.

Spigot Songs

THE mystery of music emanating from water faucets in a Memphis fur shop was solved when W. H. Coulter, technician of WMPS, discovered the sound was coming from a water pipe. The fur shop is on the first floor of the Columbian Mutual Building and the broadcasting equipment of WMPS is in the basement. Employes of the fur shop reported that reception was better when the spigot was turned on.

WWL
NEW ORLEANS
LOUISIANA'S
most powerful
station
★
850 KC. 10,000 WATTS
★
affiliated
C.B.S.

El Paso
TEXAS
JOINS
NBC
CHAIN
KTSM

Brief Facts About
KTSM and El Paso

104th National Market
$32,000,000 Retail Sales
Vertical Radiator Antenna
1310 Kc.
250 Watts Daytime
100 Watts Night
Sunshine Playground of the Border.
KTSM — the radio oasis in the ether desert.

Tri-State Broadcasting Co., Inc.
Karl O. Wyler,
Vice-Pres. & Gen. Mgr.
CRAIG & HOLLINGBERY
National Representatives

• The addition of KTSM to the National Broadcasting Company chain brings a fine new link in a progressive, worthwhile market that heretofore has been radio isolated. For over eight years, KTSM has served El Paso and its trade territory faithfully and well, building an enviable reputation for high community interest and winning strong listener loyalty. Agencies and radio advertisers should not overlook this fertile market. It CAN be sold by radio — and through radio only over KTSM.

KTSM
EL PASO, TEXAS

BROADCASTING and Broadcast Advertising

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HOLLYWOOD OFFICE: 6331 Hollywood Blvd.. Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Who's Blue Now!

THEY'VE been passing around the crying towel in advertising centers.

The printed media boys have been shouting in Cheltenham extra bold that radio has hit the skids during the current business recession.

That's their story. The radio story is that the medium has been hit less seriously than printed advertising.

What of 1938! BROADCASTING wondered about that. It assigned a dozen persons to spend a week finding out what 1938 will bring. They combed the agency and advertiser ranks of the nation.

They agree, of course, that business is off—and plenty—right now as timid time buyers pull in their oars. But they also agree that 1938 will be better than 1937, although the jump won't eclipse the 1937 gain over 1936.

A few sour notes are detected: Buyers are champing about the difficulty of picking and holding the time they want. They are mumbling about numerous rate increases and a few even have suggested a conspiracy to club radio into "rate sensibility" just as was done with printed media when their charges were boosted. They are protesting increased costs of talent and music.

If any advice is called for it might be something of the horse-sense type, like this: Give better service and stage more aggressive sales campaigns. There's plenty of business ahead for those who go after it.

Havana Postlude

THE BROADCAST band, embracing only 106 channels, has been subdivided on paper among six North American nations where only the United States and Canada had divided it before. Not a single one of the 700-odd stations in the United States is sacrificed. Before the Inter-American Radio Conference got under way in Havana Nov. 1, that result was viewed as virtually impossible.

This radio miracle was accomplished after six weeks of strenuous negotiations in which Canada, Mexico and Cuba, as well as Haiti and the Dominican Republic, cooperated admirably in seeking to clear up what might well have become a new era of chaos in radio. But more than that, the result was a real tribute to the diplomacy, tact and ability of Commissioner T. A. M. Craven and his American delegation.

The treaty that grows out of the negotiations of necessity will work a hardship on many stations in this country. It requires a sliding of the broadcast band which will affect the assignments of more than half of the 700-odd transmitters. In certain instances, stations may suffer through possible reduction of coverage, and in isolated cases stations may feel their effectiveness will be seriously impaired.

But there is only one way to look at the broadcast agreement—that is to look at the whole picture rather than the manner in which it may affect an individual station here and there. Without such an agreement, the parasitic operations of so-called "border stations" in Mexico and Cuba would not only continue but would grow more acute, playing even more havoc with operations of stations in this country and in Canada. And, in the sphere of international affairs, we would not have a legal leg to stand on, because the ether is not exclusively ours, or Canada's, or Mexico's. Each nation has a sovereign right to it. Only by a mutual understanding wherein each nation adheres to predetermined technical standards can turmoil be averted. That understanding is written into the Havana agreement. It becomes law a year after three of the four principal nations have ratified it and the fourth signifies its intention of doing so.

It is our fervent hope that the Senate ratifies the treaty early in the new session. We hope just as strongly that stations or station groups, which fear the outcome as it results their own operations, will do nothing to thwart prompt ratification. It should be remembered that the treaty is most flexible insofar as assignments of the 32 channels in the clear category for the United States are concerned. There will be hearings on individual assignments after ratification, if hearings are desired. In the interest of amicable international relations and of good broadcasting, the broadcasters should withhold their fire until after ratification of the treaty.

Sex Rears . . . .

SOMEONE slipped up rather badly at the J. Walter Thompson agency and at NBC Hollywood headquarters in letting Mae West go on the air during the *Chase & Sanborn Hour* a few weeks ago with a skit burlesquing Adam and Eve which, by the very intonations of Miss West's voice, was full of double entendre even if we accept the excuse that a pre-reading of the script in type made it seem harmless enough.

It was an example of the more baneful Hollywood "show business" influence, which must be curbed by broadcasters if they are going to maintain their reputation—thus far practically unsullied—of permitting nothing sexy in their productions. FCC Chairman McNinch took official cognizance of the numerous protests he received and is conducting an inquiry, indicating he intends to use the moral force of his office to keep radio clean. Just how individual stations of the NBC network, having no control or foreknowledge of the programs they will receive over the lines, can be properly penalized, even if there be a finding that the program falls under the indecency clause of the Communications Act, is one matter which may be cleared up as a result of his probe.

Maybe the Mae West incident is a blessing in disguise. The immediate effect is to place all stations on their guard. It means closer scrutiny all down the line. And more particularly, it means that the tendency of radio to "go Hollywood" will get a timely squelching. We have always maintained that radio isn't merely show business, as show business would have radio believe. It is cloaked with a public service aspect and holds a public responsibility that show business, with its extravagant ballyhoo methods, will never fathom. Radio should never permit theatrical methods to dominate to the exclusion of public service.

The editorial in our last issue, pointing out that an underground campaign was under way to revive the old Radio Legion of Decency movement, was written several days before the Mae West episode broke as a luscious morsel for the newspapers and the reformers. Then this piece of sheer stupidity played directly into their hands—a stupidity that is only partially condoned by the abject apologies that quite properly followed.

We still believe that radio, standing on its past record, needs no Legion of Decency. When we warned against the Radio Legion movement, we were not referring to the eminent Father Sheehy, who has said he accepted the explanations and apologies and now regarded the incident as closed. We were referring to the underground movement whose prompters were well known to be chronic "antis" and whose chief activity seemed to be to drum up synthetic complaints against radio.

That the amusement trade press was used to convey the initial "feelers" about a projected Radio Legion of Decency, even before the Mae West episode, bears out our statement that the movie people, despite their eager scramble for radio outlets these days, really haven't the best interests of radio at heart. The fact is, after all, Mae West *is* a movie star, whose screen style simply isn't suited to radio. She probably won't be heard again.

The RADIO BOOK SHOP

SIX ARTICLES titled *Television Opens Its Eyes*, written as a series by Norman Siegel, veteran radio editor of the *Cleveland Press*, were prepared in latter November for distribution to the Scripps-Howard Newspapers. They cover comprehensively, from the layman's viewpoint, the present and prospective status of the visual art.

We Pay Our Respects To —

EWELL KIRK JETT

UNCLE SAM'S Navy, which gave to the FCC its last chief engineer (now FCC Commissioner Tunis Algernon Macdonough Craven) also supplies his successor, Ewell Kirk Jett, USN, retired.

When the Commission at its meeting Dec. 22 named Lieut. Jett its chief engineer, it followed the recommendation of his predecessor—Mr. Craven, himself a former naval commander. It has been pretty much that way for years, because in the Navy Lieut. Jett served several tours of duty under Comdr. Craven. And in 1929, when the Federal Radio Commission was an ungainly infant in Washington's regulatory sphere, Comdr. Craven was "loaned" by the Navy to help it organize its engineering activities. He soon had the Navy "loan" Lieut. Jett to the Radio Commission too, and Jett has been there since.

Since Aug. 23, when Comdr. Craven was elevated by President Roosevelt to a commissionership, Lieut. Jett has been serving as acting chief engineer. He had been an assistant chief engineer in charge of all activity other than broadcasting and telephone since the FCC was created in 1934 and had been assistant chief engineer of the predecessor Radio Commissioner since 1931. When the FCC appointed him chief engineer, effective Jan. 1, it occasioned no real surprise, but won widespread approbation both within and outside Commission ranks. He was the logical man for the job. It was definitely a "merit" promotion.

Mild-mannered and soft-spoken, Chief Engineer Jett is a veteran of 26 years of continuous communications service, dating back to 1911 when, as a stripling of 18, he enlisted in the Navy and immediately began training as a telegraph and radio operator. He served conspicuously in both the Vera Cruz campaign and the World War and has been cited several times. When he retired from the Navy in 1929 after physical disability in line of duty, he had completed 18 years of service which carried him through the enlisted ranks to a commission.

Upon leaving the Navy, he was immediately appointed a senior radio engineer of the Radio Commission in charge of all services other than broadcasting. He picked up where he left off after having been "loaned" to the Commission by the Navy at Comdr. Craven's request.

While he has specialized on services other than broadcasting during his FCC tenure, Chief Engineer Jett nevertheless is thoroughly familiar with all phases of technical radio. He is the "daddy" of police radio allocations, and has had direct supervision over technical aspects of international, point-to-point, aviation, ship and other communications. Before the advent of the FCC in 1934, he was in charge of experimental television, shortwave broadcasting and other experimental services in the broadcast line which since have been assigned to the broadcast section under Assistant Chief Engineer A. D. Ring.

Although little known to the public, Lieut. Jett, as assistant chief engineer, has had direct charge of the qualifications of some 70,000 radio operators under the jurisdiction of the FCC. Of these, 25,000 are commercial operators, including those in broadcast stations, and the other 45,000 hold amateur radio licenses. His office from the start has prescribed the qualifications for operators in all classes of service.

Life began for Ewell Kirk Jett in Baltimore March 20, 1893. After receiving his primary schooling in that city, he enlisted in the Navy in June, 1911. Prior to the World War he served as a telegraph operator and as a radioman on board several warships. He received the Mexican Campaign Award for services in 1913, when he was stationed at the American consulate in Tampico to operate a radio station prior to our Navy's occupation of Vera Cruz. During the World War, he was radio officer aboard the *Seattle*, which made the first convoy trip to France with troops in 1917. A year later, he was radio officer of the *Georgia*, which made the last convoy voyage in wartime. It was halfway across the Atlantic when the Armistice was signed.

It was after the war that Radio Gunner Jett was made a commissioned officer, being appointed an ensign from the ranks after competitive examinations. In 1922 he was promoted to lieutenant junior grade, and three years later to senior lieutenant. From 1923 to 1926 he served as radio officer of the Fleet Base Force and as aid to Admirals Chase and Marvell. He served three tours of duty, totaling nine of his 18 years in service, in Washington. Prior to the war he spent his first tour as radio operator at Arlington and after the war he was an officer in charge of Transatlantic radio traffic, spending his last tour as head of the Register Publications Section and assistant communications officer of the Navy department.

Lieut. Jett has attended numerous international conferences as delegate or technical advisor for this country. He recently was named by President Roosevelt as delegate to the highly significant International Telecommunications Conference to convene in Cairo, Egypt, on Feb. 1, as the FCC member. In addition to the international conferences he has attended, he made a survey of communications in Alaska last August which included a survey flight to the Arctic Circle and Eastern Siberia as well as over practically the entire Alaskan domain. At the Cairo conference, in which shortwave broadcasting will play an important role due to the demand for widening of the bands, Lieut. Jett is certain to figure prominently. He was a technical advisor at the recent Inter-American Radio Conference in Havana at which the Pan-American nations agreed to attend Cairo as a bloc on this and other matters.

Mrs. Jett is the former L. Viola Ward. They have two daughters, Geraldine, 21, a senior at the University of Maryland, and Frances, 18, a senior at the Chevy Chase High School. They reside in Chevy Chase, Md. Lieut. Jett is a Mason and attends the Methodist Episcopal Church. He was chairman of the Washington Section of the Institute of Radio Engineers in 1935.

PERSONAL NOTES

W. B. LEWIS, CBS New York vice-president in charge of programs, is in Hollywood to work on the new Chesterfield program and will remain until the show switches Feb. 4 to New York, as will Martin Gosch, producer. Writers include Al Lewis, Henry Garson and Tom Langan. Agency is Newell-Emmett Co. Inc., New York.

FRED WEBER, general manager of Mutual Broadcasting System, New York, is in Los Angeles on a combined business and pleasure trip, having arrived Dec. 21. He is conferring with Lewis Allen Weiss, general manager of the Don Lee Broadcasting System, on expansion plans for 1938, and is also making an inspection tour of the network's 26 affiliated stations in California, Washington and Oregon.

JOHN BATES, commercial program manager of WOR, Newark, has resigned effective Jan. 15 to do independent program production, and will be succeeded by Jerry Danzig, now in the special events department.

VERNE R. YOUNG, office manager of Loucks & Scharfeld, Washington attorneys, and Mrs. Young on Dec. 23 became the parents of a daughter.

WILLIAM RYAN, sales manager of NBC in San Francisco, recently was named chairman of the radio committee of the San Francisco Advertising Club.

MILT BLINK, head of Standard Radio in Chicago, will leave for the West Coast Jan. 4 to confer with Gerald King, remaining in California two months.

H. L. FERGUSON has resigned from Jesse L. Kaufman Inc., New York. He has not divulged future plans.

ROBERT W. EHRMAN has been appointed assistant to the manager of WRTD, Richmond, Va., according to Jack Maxey, WRTD manager. Mr. Ehrman resigned from Richmond U faculty last summer to become WRTD editor and publicity director.

BERT HAUSER, assistant manager NBC sales promotion division, New York, has been appointed sales promotion counsel for NBC-owned and operated stations.

FRANK U. FLETCHER FCC attorney, and Mrs. Fletcher, are the parents of an 8½-lb. son, Frank U. Jr., born in latter November.

MAX GRAF of Max Graf Productions, San Francisco recently suffered a sprained ankle when he tripped in his studios.

TED JOHNS, formerly of KROW, Oakland, and Frank Buckley recently joined the staff of KGGC, San Francisco, as account executives.

D. E. STEED has joined the commercial staff of WPTF, Raleigh, N. C., to handle local retail accounts.

DAVID McCOSKER, KFWB, Hollywood, account executive, after two months in New York and Chicago on station business, has returned to his West Coast headquarters.

W. O. EDHOLM, formerly of WJAG, Norfolk Neb., has joined the sales staff of the Central States Broadcasting System.

RALPH EHRESMANN, salesman of WMBD, Peoria, has left for a three-month tour of Europe.

HAROLD SMITH general manager of WOKO and WABY, Albany, has been confined to his home during the last month by illness.

JOHN J. RODERICK has resigned from the commercial staff of WSPR, Springfield, Mass., to join the automobile business of Mayor Anthony J. Stopnina, of Chicopee Falls, Mass.

Patrick Made Partner

DUKE M. PATRICK, Washington attorney specializing in radio, on Jan. 1 became a partner in the law firm of Hogan & Hartson, with which he has been associated since March 1, 1933. The firm name until Jan. 1 was Hogan, Donovan, Jones, Hartson & Guider. In addition to Mr. Patrick, Arthur J. Phelan also became a firm member. Mr. Patrick from 1932 to 1933 was general counsel of the former Radio Commission and during the preceding two years had served as assistant general counsel. Radio practice in the Hogan firm is handled by Mr. Patrick along with John W. Guider, a partner, and Karl A. Smith and Lester Cohen.

Eugene (Tug) Wilson

EUGENE S. (Tug) WILSON, 58, vice-president of the A. T. & T. Co. since 1920 and well-known in radio circles, died Dec. 19 in his apartment in the Hotel Carlyle, New York. A track athlete during his college days at Amherst, he had been in good health until four days previous. He was a trustee of the Georgia Warm Springs Foundation, headed by President Roosevelt. Surviving are his widow and two sons.

BEHIND the MIKE

DONALD A. HIGGINS, formerly publicity director of CBS, has been appointed vice-president and news director of Tom Fizdale Inc., New York. New accounts of the publicity firm are S. C. Johnson & Son's *Attorney-at-Law;* Pillsbury's *Woman in White;* Pepsodent's *Mickey Mouse Theatre of the Air;* Wrigley's *Double Everything;* and Colgate's show featuring Dale Carnegie.

HELEN HANCOCK, formerly in the program department of KEHE, Los Angeles, has joined the CBS Hollywood press department in charge of trade news. She replaces Georgia Neff, who has been made secretary to John M. Dolph, executive assistant to Donald W. Thornburgh, CBS Pacific Coast vice-president.

MISS CLAIRE HARRISON, head of the continuity staff of KWK, St. Louis, is recovering from an appendectomy.

C. EDWARD GUNDAKER, formerly of WGAL, Lancaster, Pa., has joined WHP, Harrisburg, Pa.

MEREDITH WILLSON, musical conductor on the NBC *Good News of 1938* program which emanates from Hollywood, has been signed to a new contract by M-G-M ensuring his continuance with the series for 17 weeks after Jan. 1.

FRANK BURGER, formerly of WOL, Washington, has joined the announcing staff of WIS, Columbia, S. C.

FRANK YOUNG has returned to the announcing staff of WOL, Washington. Frank S. Blair Jr., formerly of WFBC, Greenville, S. C. has also joined the WOL announcing staff.

LEW VALENTINE, production manager of WOAI, San Antonio, is the father of a baby boy born recently.

JESSIE WOODS, formerly of NBC, San Francisco, succeeded Evalyn Morrison as traffic chief at KJBS, San Francisco, who resigned to be married.

DICK DEASY, KYA, San Francisco announcer, is recuperating from a severe attack of influenza.

BOB DUMM, special events producer at KSFO, San Francisco, is back on the job after an illness.

RICHARD CULL, newscaster, has been promoted to news editor of WHIO, Dayton.

Vitch of a Team

MANNY MARGET, manager of KVOX, Moorhead, Minn., announced a basketball game Dec. 18 between Moorhead High School and a quint from Crosby Ironton, Minn. The lineup for the Crosby Ironton team included: Odonovitch, Doberovitch, Drazenovich, Blanich and Perpich.

JOHN JAEGER, chief announcer, WNEW, New York, and Evelyn Hassemer of the station were married Dec. 19.

RAY SWEENEY, CBS writer, and Miss Lorraine Grimm, CBS vocalist, have announced their engagement.

JOE PAGET, formerly of KGGM, Albuquerque, N. M., has joined the announcing staff of KICA, Clovis, N. M.

BERNARD GRAY, formerly of WPG, Atlantic City, N. J., has joined the KMTR, Hollywood, announcing staff.

J. DONALD WILSON, Hollywood announcer on the *Charlie Chan* and *Strange as It Seems* transcription serials produced by Raymond R. Morgan Co., that city, has changed his name for professional purposes to Norman Wilson. To avoid confusion with Don Wilson announcer of the NBC Jack Benny program, J. Donald Wilson a year ago inverted his name, but it didn't sound right. He has now taken the new name.

HARRY WOOD, formerly of the announcing staff of WIBG, Greensboro, N. C., has been appointed to the staff of KYW, Philadelphia.

PHIL CAMERON has joined the WGN, Chicago, announcing staff succeeding Bill Baldwin, who left to join KWTH, Shreveport, La.

FRANCIS X. BUSHMAN, movie star of a few years ago has rejoined the dramatic staff of WGN, Chicago.

JOE TOWNER, for two years at WNOX, Knoxville, is doing publicity and promotion at WMPS, Memphis.

KENNETH WILLIAMS, announcer of WLBC, Muncie, Ind., has resigned and will go to the West Coast.

HARRY HERSHFIELD returns to WMCA, New York, Jan. 3 to resume his reviews of Broadway openings following an extended absence in Hollywood.

JAN WILLIAMS, of the Songfellows quartet of WHO, Des Moines, left the group Dec. 21 after seven years to join KOIN, Portland, Ore., as soloist and musical producer.

WOODY FRISINO, of the staff of WBAL, Baltimore and Virginia Bridges, are composers of *Found*, a new song selected and played by Guy Lombardo as the "hit of the week", on a recent program.

FRANCES OSBORNE has resigned from a local music company to join KSL, Salt Lake City, as musical librarian, KSL having just signed the musicians contract effective Jan. 1.

SALLY AGNES SMITH, a member of the WGN-Mutual staff of dramatic actors, and Joseph E. Bell, Chicago attorney, have announced their engagement.

RICHARD DAVIS, new to radio, is now conducting a new program over KGGC, San Francisco titled *Employment Opportunities.*

GORDON KELLY, announcer-continuity writer at KGGC, San Francisco, has resigned to free lance.

BEN KANTER, musical director of WJJD, Chicago, was admitted to the bar at Springfield, Ill., Dec. 16.

ASHMEAD SCOTT, Hollywood writer-producer of the weekly CBS *Your Witness* program, has written a radio novel *American Backdrop.* It is being perused by Max Gordon, New York producer, for possible stage production.

An Example of WOWO Facilities

SELLING FORCE!

Kroger Branch, with 134 stores in WOWO area, has used the Home Forum since it started, and attributes sizeable increase in Country Club Products sales to the program.

•

Frank Dry Goods Company home appliance department ranks second in U. S. among department stores handling same lines. Uses Home Forum five times weekly. Equalled entire 1936 volume in first eight months in 1937.

•

McKenzie Milling Company's pancake flour leads in sales in the WOWO area. Company has been on WOWO for seven years. 1937 their banner year.

The Modern Home Forum originates in a completely equipped, modern kitchen, where actual demonstrations are made daily—an example of the fine facilities provided by WOWO to advertisers . . . fine facilities in the studio and a large, free-spending audience in the tri-state area served by the station . . . 61 counties in Indiana, Ohio and Michigan . . . Population, 2,143,412 (1930) . . . Retail sales $515,380,000 (1935) . . . Wire or write for market data and availabilities.

10,000 Watts, 1160 Kc. NBC Basic Blue Network

WESTINGHOUSE RADIO STATIONS, Inc.
Fort Wayne, Indiana

WOWO

FREE & PETERS, INC. NATIONAL REPRESENTATIVES
CHICAGO NEW YORK DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Indiana's most POWERFUL Radio Station!

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Not Merely A Scoop

TO only one industry does BROADCASTING owe its allegiance. Specializing, it tells broadcasters and their kindred advertisers and agency groups all about radio — accurately, completely and untainted by random rumors.

The recent North American Radio Conference at Havana is a case in point. While experts huddled over charts and tables, BROADCASTING kept its readers abreast of every important development. A few hours after they had completed their work the night of December 13, the complete table of allocation provisions, the text of basic provisions of the proposed treaty, and an analytical story, were all in type. Within 12 hours copies of the December 15 edition of BROADCASTING were speeding to its 7,000 subscribers.

No other publication had this data. No other publication gave even a hint of the vital character of these epoch-making deliberations which ultimately will affect the operation of practically every broadcasting station on the North American Continent.

The extraordinary demand for extra copies of the December 15 edition of BROADCASTING attests to the importance placed in the Conference by those taking the long view of radio. BROADCASTING takes pleasure in acknowledging this appreciation of its reporting of an important event.

BROADCASTING
combined with
Broadcast Advertising

30.7%

of all Retail Sales in North Carolina take place within WSOC Coverage

Makes sale-ing easier!

WSOC
CHARLOTTE, N.C.

Supplementary to NBC Red and Blue

CALDWELL CLINE, announcer of WBT, Charlotte, N. C., will marry Miss Katherine Brown Jan. 21.

CHARLES BENFORD formerly of WOR, Newark, and WOL, Washington, has started a daily newscast on WFIL, Philadelphia.

WILLIS PARKER, formerly on the continuity staff of KYA and KSFO, San Francisco, has joined KFI-KECA, Los Angeles, as writer.

CARLTON ELSEY, for more than 18 months CBS western division musical director, headquartered at WBBM, Chicago, has joined KHJ, the Don Lee network Los Angeles station, in a similar capacity, the appointment being announced by Willet Brown, assistant general manager. He succeeds David Broekman.

DON KELLEY, announcer and dramatist of KOIL, Omaha, married Miss Evodia Olsen, radio actress, Dec. 26.

KEITH WILSON, radio editor of the *Omaha World-Herald*, is the father of a baby boy born recently.

WAYNE SANDERS, announcer of WWVA, Wheeling, Va., has been promoted to program director to replace Walter Patterson who will devote full time to the network show *It's Wheeling Steel.*

CARL A. DOTY has succeeded Lloyd H. Rosenblum as sales promotion and merchandising manager of WOAI, San Antonio.

WAYNE GRIFFIN, formerly of WMIN, Minneapolis, has joined the announcing staff of KFYR, Bismarck, N. D.

ODIE THOMPSON, staff artist of KWTO, Springfield, Mo., is the father of a boy born recently.

JIM SIMMONS, formerly of KWK, St. Louis, has rejoined the announcing staff of KWTO-KGBX, Springfield, Mo.

Crawford in Wash. Daily News

"And now, young people, we take you to the North Pole and Santa Claus."

PHIL BROWN and Ed Long, formerly of KTUL, Tulsa, have joined the announcing staff of KWTO-KGBX, Springfield, Mo.

ETHYL FOSTER, promotion manager of WCAU, Philadelphia, and formerly with other Philadelphia stations, has resigned because of ill health.

BILL SAWYER, free lance announcer, has a new quarter-hour cooperative program on WJBK, Detroit, and has six sponsors.

VIOLET S. EVERS, publicity director of KMOX, St. Louis, gave a talk before the St. Louis Book Club last week on "The Duties of a Publicity Director in a Radio Station."

DICK JOHNSON, formerly of WDZ, Tuscola, Ill., has joined the announcing staff of KOY, Phoenix.

MILES REED, formerly with NBC-Chicago, is now at WCFL, Chicago, where he is assistant to Holland Engle, program and publicity director.

ELINOR LEE, director of home economics for Westinghouse Mfg Co., has joined the staff of WJSV, Washington, to conduct a daily program from the Electric Institute of Potomac Electric Power Co.

LATHAM OVENS, Syd Cornell and Don Prindle, Hollywood writers of the CBS *Joe Penner Show*, have had their contracts renewed. Program is sponsored from Hollywood by R. B. Davis Co. (Cocomalt).

FENTON JEFFERS has been named program director of KTUL, Tulsa, replacing Bob Holt.

WELANDER QUIST Co. and Listoe & Wold, Minneapolis and St. Paul undertaking firms, respectively, share a 15-minute Sunday night spot on KSTP called *Beauty That Endures.*

in the CONTROL ROOM

RALPH DUBOIS has been named chief engineer of KICA, Clovis, N. M., replacing Jack Lund, now with KOKO, La Junta, Col.

GEORGE SCHLINGLOFF, formerly with Pan American Airways, has joined the technical staff of WQAM, Miami, Fla.

FRANCIS H. BOISVERT, formerly of WHDH, Boston, has joined the technical staff of WMAS, Springfield, Mass.

ANDREW MASSEY, formerly of WBAL, Baltimore, has joined the engineering staff of WJSV, Washington.

WILLIAM M. REID, former Marine radio operator, has joined the technical staff of WMCA, New York.

BENJAMIN WOLFE, formerly of RCA, has joined the engineering staff of WCBM, Baltimore, Md.

PALMER A. GREER, formerly of WHIO, Dayton, O., has joined the technical staff of WKRC, Cincinnati.

PAUL EDWARD ANDERSON, formerly of WTAQ, Worcester, Mass., has joined the engineering staff of WJZ, New York.

J. B. EPPERSON has been promoted to chief engineer of WNOX, Knoxville, and WMPS, Memphis.

JOHN DeTARR HICKS, at one time an engineer with WDAE, Tampa, and lately with Philco, has joined American Steel Export Co. and sailed Dec. 4 for a tour of Central and South American countries in the interest of its export trade.

O. R. BUCHANAN, formerly with WHA, Madison, Wis., is now on the radio inspection staff of the FCC frequency monitoring station at Grand Island, Neb.

B. M. HEINTZ has left Heintz & Kaufman Ltd., San Francisco, to join the staff of Bendix Aviation Corp., East Orange, N. J.

H. M. SMITH has been transferred from the Ottawa field engineering staff of the Canadian Broadcasting Corp. to its Montreal staff.

IRVING CRANDALL has succeeded George Luckey as chief engineer of WORL, Boston. Mr. Luckey has joined WLAW, new Lawrence, Mass., station, in a similar capacity.

OLIVER MACKLEY, former engineer for the Illinois State Highway Patrol radio network, has joined the engineering staff of WMBD, Peoria.

ISADORE EISENBERG, sound effects engineer of WCAU, Philadelphia, has joined WBBM, Chicago.

STOKES GRESHAM, Jr., has been appointed chief engineer of WBOW, Terre Haute, Ind.

GEORGE JONES, Washington sales engineer of Graybar Electric Co., has been appointed a member of the meetings and paper committee of the Washington section of the Institute of Radio Engineers.

Henry Appointed

EVERETT HENRY, member of the engineering staff of KOIN-KALE, Portland, Ore., since July 1936, has been appointed radio inspector in the FCC office in Baltimore, effective Jan. 3. He took his Civil Service examination for the post in Portland last March.

CKLW, opposite Detroit at Windsor, is to replace the Canadian Broadcasting Corp. station CBW, Windsor, as a basic station on the commercial CBC net in February, it is reported from Toronto. CBW will become an outlet for sustaining CBC programs, and may be reduced to 100 watts.

X marks the spot where Kansas Buys!

WICHITA

KFH

WICHITA KANSAS

Basic Supplementary, CBS

National Representative, EDWARD PETRY & CO., Inc.

WLBC

TEST the typical American City

MIDDLETOWN

MUNCIE, INDIANA

THE TEST TUBE STATION OF THE NATION

TRANSCRIPTIONS

NBC Thesaurus has sent out four lists covering its transcribed selections. The lists include a new numerical list from which latest deleted record selections have been omitted; an alphabetical list of all selections; a list of non-copyright and manuscript selections; a list of SESAC selections. The numerical list is complete through the Sept. 15 release, the other three through Oct. 1 release.

ATLAS RADIO DISTRIBUTING Corp. has opened offices in Room 1205 at 333 N. Michigan Ave. [In the Dec. 15 BROADCASTING it was reported that Chicago offices would be located at the Civic Opera Building]. L. Daniel Blank is manager of the Chicago office and franchise holder of the entire central zone which embraces 13 states. Harry K. Smythe, for the last three years with Affiliated Distributors Inc., Chicago, which controlled sale of bank night to theatres in Illinois and Indiana, and previous to that with the Mason-Warner Co. Inc., Chicago agency, will be associated with Mr. Blank in the Chicago office. Sub-branches of the central zone will shortly be opened in Kansas City, Minneapolis and Detroit.

STANDARD RADIO Inc. is recording a new release of sound effects for themes and special effects which include band arrangements of *Star Spangled Banner, Dixie* and *America*. Discs were cut under supervision of Don Allen, production manager of Standard Radio.

MERTENS & PRICE Inc., Los Angeles, has sold the *Sunday Players* to Fischer's Bakery, Cincinnati, for 52 weeks on WKRC; and Rich Ice Cream Co., Buffalo, for 52 weeks on WBEN, thru Addison Vars Inc., that city. Danahy Packing Co., Buffalo, thru Moss-Chase Co., has taken 39 quarter-hour episodes of *Home Folks* for sponsorship on a local station.

KUTA, Salt Lake City, has subscribed to the Standard Radio program library service and Popular Supplement. Other stations that have subscribed to the supplement are: WICA, Ashtabula, O., W2XAD and W2XAF, Schenecady, and W2XOY, Albany.

ASSOCIATED BROADCASTING Co. Ltd., Montreal and Toronto, has obtained through its United States representative Harry S. Goodman Adv. Agency, New York, exclusive world rights, with exception of the United States, of the musical transcription series *Beauty That Endures*, presented in 52 quarter-hour transcriptions featuring an orchestra composed of musicians of the Chicago Symphony and Civic Opera Orchestras.

WEBC

Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
O
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

WBS Names Sambrook Station Relations Head

APPOINTMENT of A. B. (Al) Sambrook as station relations manager of World Broadcasting System, effective Jan. 1, was announced Dec. 21 by Percy L. Deutsch, WBS president. He succeeds W. L. Hoppes, who has returned to Electrical Research Products Inc., after a year's leave of absence.

Mr. Sambrook

Mr. Sambrook has been a member of the WBS station relations department since 1933. He was formerly with the Pure Oil Co. He is 34 and a native of Troy, N. Y.

Simultaneously, Mr. Deutsch announced that Kenneth M. Donaldson has joined the home office staff of the WBS station relations department.

TWENTIETH Century Radio Productions, Hollywood, is featuring an innovation in transcribed dramas, having produced a new series, *We the Jury*, which allows studio audience participation. Each quarter-hour episode of the series of 39 is complete in itself. They have been cut by Aerogram Corp., that city. Twentieth Century, headed by Archie Josephson, well known in Pacific Coast radio sales, is also producing three other serials of 39 quarter-hour episodes each. They are titled *Federal Agents, Five Star Theatre* and *Sunnyside*.

IRVING Fogel Radio Productions, Hollywood, has taken 208 quarter-hour programs of the John Hix *Strange As It Seems* transcriptions from Raymond R. Morgan Co., that city, producers of the series, for Canadian distribution.

RADIO program division of Walter Biddick Co. Los Angeles, has sold 100 quarter-hour episodes of the transcribed *Sonny & Buddy* series to Seven Up Bottling Co., Charlotte, N. C., for use on WSOC; Dr. Pepper Bottling Co., Roanoke, Va., on WDBJ, and Bell-Brooke Dairies, San Francisco, on KYA.

LOUIS M. KNOPP has been appointed general manager in charge of sales of Mid-West Recordings Inc., Minneapolis transcription firm, which reports it is installing additional facilities for making acetate recordings.

RADIO TRANSCRIPTION Co. of America, Hollywood, will either enlarge its present facilities at Vine St. and Sunset Blvd., or erect its own building in that vicinity early in 1938, according to C. C. Pyle, president.

GRACE GIBSON, head of the 2GB, Sydney, transcription department, and Don Service, attorney for the Dennison Estate, owners of the station, who are now in the United States on company business, will leave Los Angeles Feb. 2, on board the *Mariposa*, for Australia.

New WFIL Schedule

AFTER completing its new studios in the Widener Bldg., WFIL, Philadelphia, announced a program schedule of 25 new programs to be broadcast during January. A daily audition schedule has been announced and listeners are asked to submit program ideas. More than 11 new productions designed for studio audience participation are being rehearsed. WFIL's program planning board includes John Clark and Jack Steck, program directors; Margaret Schaefer, production supervisor; Joe Connolly, special features director, and Arnold Nygren, engineering supervisor.

Station List Increased For *Farm & Home Hour*

NBC's *National Farm & Home Hour* will be heard by a larger audience beginning Jan. 3, when 15 additional stations will broadcast the program in the western states each noon on NBC-Blue. Addition of these stations will bring the pioneer farm program to NBC listeners over 93 stations. The following stations will be added: KGO, San Francisco; KECA, Los Angeles; KTAR, Phoenix; KFBK, Sacramento; KTSM, El Paso; KJR, Seattle; KGA, Spokane; KGW, Stockton; KOB, Albuquerque; KERN, Bakersfield; KEX, Portland; KFSD, San Diego; KMJ, Fresno; KTMS, Santa Barbara; and KMED, Medford. Other West Coast stations which have been carrying the *National Farm and Home Hour* daily except Sunday in recent months include KLO, Ogden; KIDO, Boise; KRGV, Weslaco; KRIS, Corpus Christi; KGIR, Butte; KGHL, Billings. The addition of these stations gives the *National Farm & Home Hour* its peak number of outlets and represents an increase of 76 stations carrying the program since the first broadcast was aired Oct. 2, 1928.

Brewers Pick Agency

UNITED BREWERS Industrial Foundation, New York, has appointed Newell-Emmett Inc., New York, to direct advertising, according to Edward L. Bernays, public relations director. No media have been selected by the agency.

WJR Extra Dividend

WJR, Detroit, paid an extra dividend of 90 cents on Dec. 20 to stockholders of record Dec. 10, as a special Christmas disbursement. The payment brought total dividends for the year to $3 a share. Latest report of the company, issued in early October, disclosed a net profit of approximately $3 a share for the first nine months of the calendar year, compared with $2.48 made in the same nine-month period in 1936.

A NATION WIDE survey recently completed indicates that 405 United States radio stations are equipped to broadcast vertical-cut wide range transcriptions, WBS announces.

★ ★

BRINCKERHOFF

TRANSCRIPTIONS
29 West 57th St.
NEW YORK, N. Y.
Plaza 3-3015

★ ★

50,000 WATTS - NATIONALLY CLEARED CHANNEL

You can most economically reach the largest number of people with money to spend and the desire to buy things through this big pioneer station with the most popular programs in the heart of the rich Ohio Valley.

WHAS

PROVED PRIMARY LISTENING AREA FACTS	
Population— 4,932,307	Radio Homes— 904,999
Families— 1,267,519	Passenger Cars— 962,233
Food Sales— $292,726,998	Filling Station Sales— $77,575,083
Drug Sales— $52,545,833	Income Taxpayers— 134,204
Total Annual Sales—$2,738,119,583	

★

EDWARD PETRY & COMPANY
National Representatives

★

820 Kilocycles C.B.S. Outlet

COURIER-JOURNAL & LOUISVILLE TIMES STATION

IN ALABAMA it's WBRC

for complete coverage

NBC

RED NETWORK

After Jan. 1, 1938

5000 WATTS DAY

1000 WATTS NIGHT

FULL TIME

WBRC dominates Birmingham, is Birmingham's oldest and favorite station. Controls more local broadcasts and carries more network features than any Alabama station. First in sports! First in politics! First in local prestige! First in advertising results! Write for Bulletins N-1 and N-2.

BIRMINGHAM BROADCASTING COMPANY Inc.

Bankhead Hotel
Birmingham, Alabama

PRIZES ranging from $500 to $10 were awarded Christmas morning when H. K. Carpenter, general manager of WHK-WCLE, Cleveland, announced the winners of *Secret Celebrities*. The object of the contest was identification of the voices of 61 civic, professional and business leaders in the Cleveland area who made brief talks on WHK-WCLE during the fall and winter. The speeches were recorded and rebroadcast daily during the week of Nov. 15 and in addition to identifying voices contestants were required to submit essays on "What Broadcasting Can Do for Cleveland". Judges were Robert S. Stephen, Norman Siegel and Elmore Bacon, radio editors of local papers. The *Secret Celebrities* contest is a copyright feature of Roger Williams Co.

* * *

The Local Racket

STRIKING at rackets and gyp games, KJR, Seattle, is broadcasting a series titled *You May Be Next*. Each weekly program includes a dramatization of some local racket, an interview with some person who has been swindled and the local prosecuting attorney's story of how his office works to curb these activities. Strong listener interest, reports KJR.

* * *

Stories from Titles

THEATRE tickets are awarded daily by KGVO, Missoula, Mont., to listeners sending in the cleverest short story using song titles verbatim. Called *Tie the Titles* the show has a large following, according to KGVO.

Purely PROGRAMS

The Old Home Town

INTERESTING facts about various towns throughout the country are presented every Saturday night on WLS, when the station broadcasts a half hour show, *Hometown Memories*. Chuck Acree, the Hometown Reporter, features two towns with unusual names, explaining how they happened to be chosen. On Christmas night he explained how Santa Claus, Ind. and Christmas, Fla., happened to receive such unusual names. Program is sponsored by the Gillette Rubber Co., Eau Claire, Wis.

* * *

On the Other Hand . . .

WITH AN eye to political developments and the public service rendered when both sides have their say, a new series featuring prominent industrial and governmental leaders is broadcast weekly on WMCA, New York. Lead-off speaker was W. B. Weisenberger, vice-president of National Assn. of Manufacturers, who spoke on "Co-operation for Recovery".

* * *

New York Law

VARYING the formula for courtroom programs which usually deal with criminal cases, WHN, New York, has started *It Is The Law*, a series based on authentic civil cases. The studio audience is asked to solve the legal problem before the actual verdict is disclosed.

Counter Advice

WIND, Gary, has started *Trading Post Floorwalker* direct from the Trading Post, largest Chicago food store, in which Brooks Connally, announcer, wanders from counter to counter and instead of quizzing feminine shoppers offers them suggestions on how to purchase foodstuffs. He explains how to tell a good melon from a bad one, when a ripe tomato is really ripe, and gives all sorts of suggestions to assist women in their daily shopping. Burnet-Kuhn Adv. Co., Chicago, handles the account.

Title Challenged

THE title of World's Worst Announcer has been claimed for 10 years by both Bob McCurdy, district sales manager of Graybar Electric Co., Kansas City, and Vernon H. Smith, general manager of WREN, Lawrence, Kan. Each is an ex-announcer and each claimed the other was the world's worst. According to Mr. McCurdy, someone in Los Angeles has appropriated the title and in this crisis he and Smith have banded together to enforce their claims.

Penal Prodder

WJJD, Chicago, has started *Sentenced Men*, regular daily broadcasts direct from a special "bull pen" at the Cook County Jail, Chicago. Interviews with prisoners are designed to offer a lesson to the radio audience. Lewis C. Barnet, psychologist and writer, interviews the prisoners. He also conducts round table discussions with Sheriff John Toman on crime conditions.

* * *

Braille Script

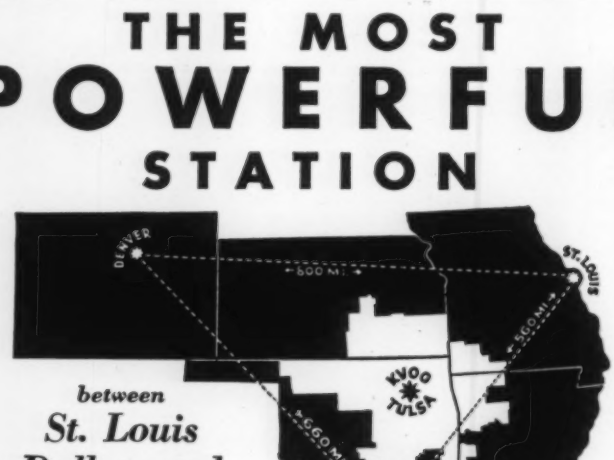
WITH its script printed in braille the sightless cast of the Lighthouse Players recently presented a play on WBNX, New York.

* * *

Train News

SPECIAL news bulletins for train passengers are broadcast on WROK, Rockford, Ill., the time of the newscasts coinciding with the approach of the train to its primary area.

THE MOST POWERFUL STATION



between *St. Louis Dallas and Denver*

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA"—TULSA

Are your SOUND EFFECTS up to Standard?

A complete, quality catalog of unsurpassed sound effect discs, flawlessly recorded *from life* and released on quiet, unbreakable Victrolac pressings. Preferred by leading networks and stations throughout the world. Write for catalog.

Standard Radio

180 N. Michigan Avenue, CHICAGO

Newsboy's Voices

CFAC, Calgary, Alberta, owned by the *Calgary Herald*, is running a contest for one of its clients, Burns & Co., meat packers, to find which newsboy has the most compelling voice. *Calgary Herald* carriers appear before the microphone with the operators on their toes to watch that the boy calling his papers does not shout the station off the air. Listeners phone in their votes.

* * *

Care of the Teeth

WJJD, Chicago, has launched a new program in which members of the faculty of Northwestern, Illinois and Loyola universities are heard every Saturday morning in a round-table discussion of dental problems. As a feature of each discussion, the doctors have a question and answer period in which they answer letters sent in by listeners on problems pertaining to care of the teeth.

Tune Us Out

WHEN A station asks its listeners to tune in some other station it sounds like insanity. For the fourth year, WSM, Nashville, asked its listeners to do just that when, on Christmas Eve, it gave its annual party for the employes of the National Life & Accident Insurance Co., owner of WSM. "The funny thing is," said General Manager Harry Stone," many of our regular listeners have written in that they stayed right with us and enjoyed the party."

New York Muse

POETRY contest is conducted as a part of *Early American Poets*, a series on WINS, New York, which features readings of famous American poems. Winners will read their poems which are judged by Miss Marie Anne Walker of the *New York Times;* Sigmund Spaeth, writer and music critic and Prof. Roy Mitchell of New York U.

* * *

Man in Kitchen

REVERSING the usual process, WAAF, Chicago, features a man on its daily recipe program called *King of the Kitchen*. His name is Harry Hosford and his mail comes in stacks, according to WAAF.

* * *

Knee Deep

SNOW reports are broadcast each Friday and Saturday on WNEW, New York, as a special service to week-end ski enthusiasts.

* * *

Best Title

PROGRAM title of the month is *Organocturne*, an evening organ recital on KGBX, Springfield, Mo.

BECAUSE—He thought his life nearly finished at 68, John W. Amos gave his left eye so that a 19-year-old boy might see. Interviewing Mr. Amos on WWL, New Orleans, is Henry Dupre, WWL announcer, with Eddie Dutriel, engineer of WWL.

* * *

For Street Men

SNAP switch on the mike of KRSC, Seattle, prevents anyone from saying the "wrong thing" during its man-on-the-street programs. Ted Bell, KRSC program director, devised the switch.

For 4,500 Youngsters

CHOCOLATE PRODUCTS Co., Chicago (Stillicious) was host to 4,500 youngsters who attended the Eighth Street Theatre, Chicago, Dec. 20 to see Buddy & Ginger, juvenile stars of the firm's radio program on WGN. It was necessary to fill the theatre three times in order to accommodate the youngsters. Buddy & Ginger are presented over WGN via transcriptions. Other stations include WTCN, Minneapolis, and KDUL, Duluth. George H. Hartman Co., Chicago, is agency.

* * *

Phyl Coe Mysteries

MORE THAN two million copies of the Philco Mystery Books have been distributed in connection with its weekly *Phyl Coe Mysteries* broadcast on 243 stations, according to Philco Radio & Television Corp., Philadelphia.

* * *

WEEKLY program on KOIN, Portland, Ore., called *Night Club on the Styx* is designed to produce fun by transposing famous historical persons such as Cleopatra and Napoleon to a modern setting.

WQXR Programs

WQXR, New York, which sells an average of 7,000 of its advance monthly program listings for a dollar a year or ten cents a copy, has announced that it will accept advertising in the program from the sponsors of its broadcasts. December issue carries promotion for Martinson's coffee and Hotel Bar butter.

* * *

Hail Iowa!

A TRICKY program promotion folder has been issued by the Iowa Broadcasting System (KRNT, WMT, KSO), "Presenting KSO in 1937-1938 Fifth Anniversary." A couple of fetching girls herald the anniversary and the folder is replete with pictures of local and national stars on NBC Basic Blue.

* * *

Dawn Patrol

ALL NIGHT program on WIL, St. Louis, called *Dawn Patrol* is drawing so many requests that a teletype has been installed in the studio so that Bob Chase can give quick service to stay-up-lates.

★ WIBW programs are EXACTLY the kind that Kansas people prefer . . . . *selected by their own vote.* ★ WIBW's frequency of 580 kilocycles allows clear reception in every corner of the State. ★ WIBW leads all others as the PREFERRED STATION of Kansas farm and small town families.

These are facts which have been PROVED CONCLUSIVELY by impartial survey . . . facts which have led such advertisers as Montgomery Ward, Oxydol, Allis-Chalmers and many others to the conclusion that WIBW is the ONE radio station that can SELL to Kansas people . . . on the farms and in the towns . . . at the *lowest possible cost.*

★ Proved in "Kansas Radio Facts", the book that sets a new standard of unbiased fact-finding . . . an accurate story of radio in Kansas. Write for your free copy today.

WIBW—*"The Voice of Kansas"*

Represented by Capper Publications in

New York — Detroit — Chicago — Kansas City, Mo. — San Francisco

WJBY

GADSDEN, ALA.

. . . intensified coverage of Alabama's SECOND industrial area . . .

COMPLETE
Merchandising Service

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

Rumford Chemical Works, Providence, R. I., 292 *sa*, thru Atherton & Currier, N. Y.
Parker Brothers, Salem, Mass., 9 *sa*, thru John W. Queen, Boston.
Reid, Murdoch & Co., Chicago, 331 *sa*, thru Rogers & Smith, Chicago.
Remington-Rand Inc., Buffalo, 13 *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Milton Bradley Co., Springfield, Mass., 18 *sa*, thru J. D. Bates Co., Springfield.
Bayuk Cigars, Philadelphia, 14 *sa*, thru McKee, Albright & Ivey, Philadelphia.
Allegheny Steel Co., Brackenridge, Pa., 260 *sa*, thru Walker & Downing, Pittsburgh.

WNEW, New York

Jules Chain Stores Corp., New York, 5 weekly *sp*, thru Klinger Adv. Corp., N. Y.
Ford Motor Co., Detroit, 8 *sa*, thru McCann-Erickson, Detroit.
Consolidated Drug Trade Products, Chicago, 6 weekly *sp*, 52 weeks thru McCord Co., Minneapolis.
Madison Personal Loan Co., New York, weekly *sp*, thru Klinger Adv. Corp., N. Y.

KYA, San Francisco

Samaritan Treatment, San Francisco (liquor cure), 3 weekly *sp*, thru Allied Advertising Agencies, San Francisco.
Howard's Inc., San Francisco (men's clothing), 6 weekly *sp*, direct.
Christian Science Committee, San Francisco (religious), weekly *sp*, direct.

WTMJ, Milwaukee

Olson Rug Co., Chicago, 5 weekly *sp*, thru Presba, Fellers & Presba, Chicago.
Scott Paper Co., Chester, Pa., 3 weekly *sp*, thru J. Walter Thompson Co., N. Y.
National Biscuit Co., New York, 5 weekly, t, thru McCann-Erickson, Chicago.

WNOX, Knoxville

Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind., *sa*, thru Campbell-Ewald Co., Detroit.
United Drug Co., Boston (Rexall), 5 *sp*, thru Street & Finney, N. Y.
Procter & Gamble Co., Cincinnati (Camay), *sa*, thru Pedlar & Ryan, N. Y.

KVOR, Colorado Springs

Skelly Oil Co., Kansas City, weekly *t*, thru Blackett-Sample-Hummert, Chicago.
Eagle Flour Mills, Denver, weekly *sa*, thru Woolley & Hunter, Denver.
Puffer Mercantile Co., Denver (milk), 15 *sa*, direct.

WLW, Cincinnati

Colgate-Palmolive-Peet Co., Jersey City, 10 weekly *sp*, thru Benton & Bowles, N. Y.
Chicago Engineering Works, Chicago (training course), weekly *sp*, thru James R. Lunke & Associates, Chicago.

KOA, Denver

Miss Saylor's Chocolates Inc., Alameda (candy), 2 weekly *sa*, thru Doremus & Co., San Francisco.
Union Pacific Railroad, Omaha, weekly *t*, thru Caples Co., Los Angeles.

KGO, San Francisco

Quaker Oats Co., Chicago (Puffed Rice and Puffed Wheat), 5 weekly *t*, thru Fletcher & Ellis, Chicago.
Chicago Engineering Works, Chicago (correspondence school), weekly *t*, thru James R. Lunke & Associates, Chicago.
E. Fougera & Co., New York (Vapex), 2 weekly *ta*, thru Small & Seiffer Inc., N. Y.
Union Pacific Railroad, Omaha, weekly *t*, thru Caples Co., Los Angeles.
Milton Bradley Co., Springfield, Mass. (games), 6 weekly *sa*, thru J. D. Bates Co., Springfield.
Crystalac Labs & Mfg. Co., Chicago (auto polish) 1 weekly *sp*, thru Howard E. Williams, San Francisco.

KFRC, San Francisco

E. Fougera & Co., New York (Vapex), weekly *t*, thru Small & Seiffer, N. Y.
Compagnie Parisienne Inc., Seattle, weekly *t*, thru Northwest Radio Adv., Seattle.
Bayuk Cigars, Philadelphia, 14 *sa*, thru McKee, Albright & Ives, Philadelphia.
Lewis-Howe Co., St. Louis (N-R Tablets) 11 weekly *sa*, thru Stack-Goble Agency, Chicago.
Royal Typewriter Co., San Francisco (typewriters) 6 weekly *sa*, direct.

KQW, San Jose

Montgomery Ward, San Jose (merchandise), 5 weekly *sa*, direct.
Rulo Distributors, Oakland, 5 weekly *t*, thru Volney James & Associates, Oakland.
Martin Canning Co., Nice, Cal. (fruits), 2 weekly *sa*, direct.

WHIP, Hammond, Ind.

McKenzie Milling Co., Quincy, Ill. (pancake flour), 6 weekly *sp*, thru Rogers & Smith, Chicago.
Sims Inc., St. Paul (Sims Malt-O-Wheat), 6 weekly *sp*, thru David Inc., St. Paul.

WTMJ, Milwaukee

Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), weekly *sp*, thru Wade Adv. Agency, Chicago.
Johns-Manville Corp., New York, 104 *t*, thru J. Walter Thompson Co., N. Y.

KNX, Hollywood

American Pop Corn Co., Sioux City, Ia. (popcorn), weekly *sp*, thru Coolidge Adv. Co., Des Moines.

WIND, Gary

Vick Chemical Co., New York (Vicks Cough Drops), 3 weekly *t*, thru Morse International, N. Y.
Alfred Johnson Skate Co., Chicago (ice skates), 3 weekly *sp*, thru Baggaley, Horton & Hoyt, Chicago.
Hartz Mountain Products Co., New York (canaries) weekly *sp*, 7 weekly *sa*, thru George H. Hartman Co., Chicago.
Illinois Automobile Club, Chicago (motor club), 6 weekly *sp*, thru Baggaley, Horton & Hoyt, Chicago.

CJKL, Kirkland Lake, Ont.

Canada Dry Ginger Ale Ltd., Toronto, daily *ta*, thru All-Canada Radio Facilities Ltd., Toronto.
Yolles Furniture Co., Toronto, 6 weekly *t*, direct.
Libby, McNeill & Libby of Canada Ltd., Toronto, daily *sa*, thru Dominion Broadcasting Co., Toronto.
Sterling Products New York, (Phillips, Dr. Lyons), 5 weekly *t*, thru Blackett-Sample-Hummert, N. Y.

WHN, New York

Cooperating Banks of Greater New York, 4 weekly *sp*, thru J. Walter Thompson Co., N. Y.
National Transportation Co., Inc., New York (Parmelee cabs), weekly *sp*, thru World-Wide Adv. Corp., N. Y.
Washington State Apples, Wenatchee, Wash., weekly *t*, thru J. Walter Thompson Co., San Francisco.

WMAQ, Chicago

Salerno-Megowan Biscuit Co., Chicago (biscuits), weekly *sp*, thru Schwimmer & Scott, Chicago.
Parker Bros., Salem, Mass (games), *sa*, thru Northeastern Adv. agency, Lynn, Mass.
Bayuk Cigars, Philadelphia (cigars), *sa*, thru McKee, Albright & Ivey Inc. Philadelphia.

WMCA, New York

First Federal Savings & Loan Assn., New York, 45 *sa*, thru Grant, Wadsworth & Casmir, N. Y.

KPO, San Francisco

Remington Rand, Buffalo (typewriters) 3 weekly *sp*, thru Franklin-Bruck Adv. Corp., N. Y.

WNAC, Boston

Health Products Corp., Newark (Feenamint), 54 *t*, thru Wm. Esty & Co., N. Y.

Alain in the New Yorker

"It's a request program. Our audience voted for 15 minutes of absolute silence."

WHO, Des Moines

J. A. Folger & Co., Kansas City (food), 5 weekly *sp*, thru Blackett-Sample-Hummert, Chicago.
Compagnie Parisienne, San Antonio, weekly *sp*, thru Northwest Radio Adv. Co., Seattle.
Murphy Seed Products Co., Burlington, Wis., weekly *sp*, thru Wade Adv. Agency, Chicago.
Skrudland Photo Service, Chicago, 6 *sp*, thru Northwest Radio Adv. Co., Seattle.
Publishers' Service, Chicago (Women's World), 5 *sp*, thru Albert Kircher Co., Chicago.
Wander Co., Chicago (Ovaltine), 70 *t*, thru Blackett-Sample-Hummert, Chicago.
F & F Labs, Chicago, 60 *sp*, thru Blackett-Sample-Hummert, Chicago.
McConnon & Co., Winona, Minn., 3 weekly *sp*, thru McCord Co., Minneapolis.
Chicago Engineering Works, Chicago, 13 *sp*, thru James R. Lunke & Associates, Chicago.
Brown & Williamson Tobacco Corp., Louisville, 39 *sp*, thru BBDO, N. Y.

WHP, Harrisburg

Jacob Dold Packing Co., Buffalo, (meat), 78 *sa*, thru BBDO, N. Y.
Lever Bros. Co., Cambridge (Spry), 3 weekly *sa*, thru Ruthrauff & Ryan N. Y.
International Bedding Co., Washington, 52 *sa*, thru Lewis Edwin Ryan, Washington.
Raymond's Pectoral Plaster Co., Glens Falls, N. Y., 39 *sa*, thru Charles A. Weeks Co., N. Y.
Beecham's Pills Inc., Niagara Falls, 65 *sa*, thru Atherton & Currier, N. Y.

WEAN, Providence, R. I.

J. L. Prescott Co., Passaic N. J. (polishes), 29 *sa*, thru Chambers & Wiswell, Boston.
Kay Jewelry Co., Boston (Retail Jewelers), 8 *sp*, thru Admaster's Inc., Washington, D. C.
Citizens' Savings Bank, Providence, R. I., 52 *t*, thru Criterion Radio Productions, Inc., New England Branch, Boston.
G. W. Van Slyke & Horton, Kingston, N. Y. (smoker's requisites), 8 *sp*, thru Moser & Cotins, N. Y.

WJJD, Chicago

Brown & Williamson Tobacco Co., Louisville (Avalon cigarettes), 6 weekly *sp*, thru BBDO, N. Y.
Proctor & Gamble Co., Cincinnati (Camay soap), 6 weekly *ta*, thru Pedlar & Ryan, N. Y.
American Pop Corn Co., Sioux City, Ia. (Jolly Time pop corn), weekly *sp*, thru Coolidge Adv. Co., Des Moines.
Scott Products, Chicago, 6 weekly *sp*, thru First United Broadcasters, Chicago.

KFYR, Bismarck

Vick Chemical Co., Greensboro, N. C., 2 weekly *sa*, thru Morse International, N. Y.
Horse & Mule Assn. of America, Dallas, 3 weekly *sa*, thru Rogers & Smith, Dallas.
American Tobacco Co., New York (Roi Tan), 100 *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Gladstone & Karr, Winnipeg (shoes), *sa*, direct.

KSFO, San Francisco

H. Moffat Co., San Francisco (Scotty Allen dog food), weekly *sp*, thru Leon Livingston Adv. Agency, San Francisco.
Washington State Apples Inc., Seattle (apples), 14 weekly *ta*, thru J. Walter Thompson, San Francisco.
Caswell Coffee Co., San Francisco (coffee), 3 weekly *sa*, thru Long Adv. Service, San Francisco.

KJBS, San Francisco

Yellow Cab Co., San Francisco (transportation), 6 weekly *sa*, thru Rufus Rhoades Adv. Agency, San Francisco.
New York Fur Co. Ltd., San Francisco (furs), 5 weekly *sa*, direct.

Radio Advertisers

M. J. BREITENBACH Co., New York (Pepto-Mangan), has appointed Morse International Inc., New York, to place advertising. Transcribed announcements on 50 stations will start Jan. 4.

MAGGI Co., New York (seasoning, bouillon and soup cubes), has appointed Needham & Grohmann Inc., New York, to direct advertising. While media have not yet been selected, radio may be included.

BANFI PRODUCTS Inc., New York (laxative salts), has appointed Pettingell & Fenton Inc., New York, to direct advertising. Lee Brown is account executive.

LOG CABIN Bakeries, Los Angeles, and Cotton Bros. Baking Co., Alexandria, La., announce arrangements with Russell C. Comer, Kansas City, for territorial broadcasting and merchandising rights to *The Air Adventures of Jimmie Allen*. Starting Jan. 15 Cotton Bros. Co. will broadcast five times weekly in Shreveport, Baton Rouge, Lafayette and Alexandria.

MARK W. ALLEN & Co., Detroit, (Two Drop lotion) thru Frank Presbrey Co. Inc., Chicago, late in Dec. started to produce a series of five-minute dramatized commercial transcriptions at Associated Cinema Studios, Hollywood.

ROGERS PEET Co., New York (mens' stores), has renewed its contract with Gabriell Heatter, WOR news commentator. Renewal, effective Feb. 28, calls for Heatter's services exclusively on the company's broadcasts, heard Mondays through Fridays at 9-9:15 p.m. Agency is Marschalk & Pratt Inc., New York.

RICHARDSON MINTS, New York, on Dec. 27 started daily participation on *Martha Deane* program of WOR, Newark. Agency is N. W. Ayer & Son, New York.

KIRKMAN & SON Inc., Brooklyn, N. Y. (soap), on Jan. 3 will start five-minute transcriptions, *Musical Interlude*, on WOR, Newark. Discs will be heard five days weekly at 4:45 p.m. Agency is N. W. Ayer & Son, New York.

B. FISCHER & Co., New York (Astor coffee) has appointed Freitag Adv. Agency, Atlanta, to service its account.

PET MILK Co., St. Louis, has renewed its 15-minute program *Polish Varieties*, on WJBK, Detroit, for 26 weeks. Gardner Adv. Agency, St. Louis, has the account.

NORTH AMERICAN Accident Insurance Co., Newark, on Jan. 11 starts sponsorship of a twice-weekly quarter-hour news period on KFI, Los Angeles. Contract is for 26 weeks, with an 8:30 p. m. spot taken. Pat Bishop, KFI-KECA, commentator, has been assigned to the program. Agency is Franklin Bruck Adv. Corp., New York.

Camel Renews Again

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes and Prince Albert tobacco), originally scheduled to discontinue the half-hour *Jack Oakie College* part of its CBS *Camel Caravan* program from Hollywood after the Dec. 28 broadcast, has instead renewed that portion for another 13 weeks, effective Dec. 21. The sponsor had originally cancelled its CBS time for that program, and planned to continue with its half-hour *Benny Goodman's Swing School* which emanates from New York. Savington Crampton, Hollywood manager of William Esty & Co. Inc., agency servicing the account, is in New York to confer on future policies on the Camel broadcast series. No drastic changes on the show are anticipated, it is understood. Cast of the *Jack Oakie College* program remains the same, headed by Oakie, and Georgie Stolls orchestra, with Bill Goodwin announcer, and assistant producer.

GEORGE A HORMEL Co., Austin, Minn. (food), through the Minneapolis office of BBDO, has placed a 52-week contract with WTMJ, Milwaukee, for daily quarter-hour programs starting Jan. 10.

CRITERION RADIO PRODUCTIONS Inc., New York, announces that its *Ports of Call* series has been sold to WTAR, Norfolk, Va., and WJAR, Providence, R. I., under sponsorship of the Morris Plan Banks.

PURITY BAKERIES Chicago, has appointed Campbell-Mithun Inc., Minneapolis, to handle its advertising.

DINA-MITE FOOD PRODUCTS Co., Chicago (cereal) is now placing its radio business direct.

JAMES H. MURPHY, president of Murphy Products Co, Burlington, Wis. (Murphy Feeds), and sponsor of the *Barn Yard Saturday Night Jamboree*, on WLS, Chicago, presented 50 purses and 50 bill-folds to members of the Barn Dance cast Dec. 18.

MARK W. ALLEN Co., Detroit (2-Drop lotion) has named Frank Presbrey Co., New York, as agency and will start a spot campaign early in 1938.

"PARTY BUREAU" is a new program featuring the CBS home economist Elma Lattn Hackett, which will begin January 4—and will be released three times weekly over KSFO and KNX at 2.30 to 2.45 p. m. George W. Caswell Company (coffee) will sponsor the show. The agency is Long Advertising Service, San Francisco.

"SCOTTY" ALLAN, famous 70-year-old Alaska sourdough, who was awarded the Croix de Guerre during the world war for bringing 400 dogs from Alaska to the French Alps to be used in hauling supplies, is now appearing in person on the air in a series of dramatized broadcasts over KSFO, San Francisco. His Klondike experiences are being dramatized in a new half hour Sunday afternoon show, under the sponsorship of H. Moffat Co., San Francisco, makers of Scotty Allan dog food. The series was launched on December 12. The agency is Leon Livingston Adv. Agency, San Francisco.

HOWARD'S Inc., San Francisco (men's clothiers) on December 6, inaugurated a six-weekly news period on KYA, San Francisco with J. Clarence Myers as the newscaster. Account placed direct.

SAMARITAN TREATMENT, San Francisco (liquor cure) on Dec. 14 started a series of three weekly studio programs on KYA, San Francisco. Agency is Allied Adv. Agencies, San Francisco.

"THE PHANTOM PILOT", dramatized serial, sponsored by Langendorf Bakeries, San Francisco, which has been originating over KFRC, San Francisco for the past few months for release over the Mutual-Don Lee stations in the West, moved to KHJ, Los Angeles for production on December 27. The move was made at the request of Young & Rubicam, which took over the $300,000 account.

PUBLIC NATIONAL BANK & Trust Co. of New York is sponsoring a Jewish news program conducted on WBNX, New York, by Michael Brown, of the *Jewish Morning Journal*.

EDDIE CANTOR'S plans to take his CBS *Texaco Town* program sponsored by Texas Co. (gasoline), to New York for origination after the Dec. 29 Hollywood broadcast, has been cancelled and the series continues from the West Coast.

WEED AND COMPANY

WCSH
Portland, Maine
NBC Basic Red Network
Maine's Largest Station
Located in Maine's Largest Market

Radio Station Representatives
- NEW YORK
- DETROIT
- CHICAGO
- SAN FRANCISCO

Rx
FOR AILING SALES
WTCN
A powerful tonic compounded from the best ingredients of radio.
- Concentrated Coverage
- Choice Programs
- Favored Dial Position
- Low Cost per Inquiry

WTCN
NBC Blue Network Station
Owned and operated by
MINNEAPOLIS TRIBUNE
ST. PAUL DISPATCH-
PIONEER PRESS
Free and Peters, Inc.,
National Representatives

A
Every Client of This CBS Outlet Benefits From
Merchandised Broadcasting
fact re
WBNS
COLUMBUS

News
is your best bet
TRANSRADIO

WAVE COVERS THE MOSTA AND THE BESTA!

Without the 171,200 radio homes that comprise WAVE's audience, the entire Louisville Trading Area would be an insignificant blob on the sales map. *With* these homes, you have practically the whole Louisville market. . . . There are only 97,400 *more* radio homes available through any other Louisville station. To get those extra 97,400, you must pay *twice* as much money as for WAVE's 171,200. . . . That's the Louisville radio story in brief. May we enlarge?

An N. B. C. Outlet

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Agencies

WECO RADIO PRODUCTIONS, Seattle, program subsidiary of James R. Lunke & Associates, Chicago and Seattle agency, will move to Chicago after the first of the year. At the same time Gene Baker, manager of the firm's Seattle office, will come to Chicago as head of Weco. Mr. Lunke heads the agency. Chicago offices of both firms will be located in Palmolive Bldg. The Seattle office of both agency and production firm are being continued as branch offices. A campaign for 12 sectional groups of lumbermen's organizations is under way.

J. C. HETHERINGTON, with CBS in St. Louis and Chicago, since 1931, has joined Ruthrauff & Ryan Inc., Chicago, as radio time buyer. Previously buying had been handled by account executives. Before entering radio Mr. Hetherton was with the *Chicago Tribune* four years in the business survey and advertising department and before that with Wabash Railways.

TOM DENTON, in Boston as eastern representative of W. Long Co., Chicago agency, has been made radio director of the agency. He succeeds V. E. Carr, who resigned to become advertising and promotion manager of Ward Baking Co., New York.

HENRI, HURST & McDONALD Inc. Chicago, is reconstructing its studio and control room and adding new equipment, according to Frank Ferrin, radio director.

ALMON BROOKS WILDER, formerly with Simmonds & Simmonds Co., Chicago, has joined L. W. Ramsey Co., Chicago, as account executive.

MOORE & HAMM Inc., New York, has absorbed the advertising agency, C. Tyler Kelsey Co., Inc., New York.

Kern to Mexico City

THE resignation of George Kern, of the radio department of Blackett-Sample-Hummert Inc., Chicago, to join Publicidad Organizada of Mexico City, the largest advertising agency in Mexico, was announced Dec. 21. Shortly after Jan. 1 Kern becomes account executive with that agency, which handles such products as Chevrolet, Oldsmobile, Frigidaire, Elgin watches, Westclox, Coca Cola, RCA Victor radios, etc. Mr. Kern has been with BSH for the last seven years and latterly has been handling the Oxydol account for Procter & Gamble. Formerly he was with BBDO in Chicago.

REX FRAZIER, J. Walter Thompson Co. Hollywood script writer, and Mary Titelow, formerly of the agency's New York office, were married in the former city on Dec. 11.

ELLIS ADV. Co., of Buffalo, has opened a Toronto office at 465 Bay St., with J. W. Culliner and A. A. Muter in charge. The agency did not bring any United States clients with it into Canada, but moved in because of Canada's growing radio advertising consciousness.

DON E. GILMAN, vice president of NBC in charge of the Western division, recently announced a further extension of Consolidated Radio Artists activities in Northern California, following the abandonment of the San Francisco Artists Service some weeks ago. By arrangement with Charles E. Green, national head of CRA, Larry Allen, formerly in charge of NBC Artist Service in San Francisco, becomes San Francisco manager of Consolidated. He assumed his new duties Jan. 1.

WILLIAM STEPHENS Inc., Beverly Hills, Cal., talent agency, has moved to new offices at 8913 Sunset Blvd., that city. Richard Cherwin is in charge of radio.

CONTINENTAL ADV. Service, Los Angeles, has moved to new offices at 1142 Glendon ave., that city, and has made Will Grant head of its radio department. He was formerly of Hixson-O'Donnell Adv. Inc., Los Angeles. Forrest L. Dolan, formerly of Ellis T. Gash Co. Inc., Chicago, has been added to the staff as production manager. Heading the publicity department are Frances Anderson and Gerrit E. Roelof.

T. E. CAMPBELL, of Brace Beemer Inc., Detroit agency, on Dec. 11 became the father of a third daughter.

JOE KURTH, formerly on the sales staff of WJJD, Chicago, has joined Critchfield & Co., Chcago, as account executive.

Agency Held to Be Liable For Social Security Tax Covering Artist's Staff

THE SOCIAL Security Commission recently ruled that the employes of a radio artist are also the employes of the advertising agency contracting with the artist and the agency is responsible for tax deductions. This ruling resulted from a request by Carson J. Robison, leader of the *Buckaroos* a thrice-weekly hillbilly act on MBS, to have his position clarified.

Mr. Robison is under contract to Erwin, Wasey & Co. and the agency has the final supervision of the programs prepared by him. In turn, he hires three program assistants with whom he shares his salary from the sponsor, Wasey Products Corp. (Musterole and Zemo). The SEC ruled that Mr. Robison was not an independent contractor and that the members of his cast were employes of the agency although they have no direct contract with the agency.

Also clarified by the ruling was the $3,000 maximum security credit allowed each employe. It now appears that if a radio artist had more than one employer and his income from each did not exceed $3,000 he would be taxed on all salaries. The SEC stated: "If the employe has more than one employer during the calendar year, the limitation of wages to the first $3,000 of remuneration received applies to remuneration received from each employer with respect to employment during that year."

So much confusion has resulted from interpretation of the Social Security Act that many New York agencies have asked performing employes to sign forms covering possible deductions without collecting the tax.

New Program Firm

A NEW script and transcription producer, to be known as the Little Theater of the Air, started in Chicago Jan. 1 with a catalog of over 500 titles available in both script and transcribed form for stations and local advertisers. Heading the new firm are Gale Maritano, formerly of WXYZ and WMBC, Detroit, and Adela Kay, program and continuity editor of WHIP, Hammond, Ind., and formerly with WHAM, Cleveland, and KOIL Omaha. Dramatic scripts, commercials, spot announcements, custom written shows and other syndicated features, are available at syndicate rates from one to 26 weeks, according to the catalog.

ARTISTS & AUTHORS Corp. of America, talent agency, has been organized in Hollywood with offices at 6331 Hollywood Blvd. Arthur M. Landau, who recently disposed of his interests in Small-Landau Co., Hollywood talent agency, and Al J. Leed head the new organization which is building its own structure in Beverly Hills, Cal. Pete de Lima, well known in West Coast radio and advertising heads the radio department. Agency is handling actors, directors, producers and writers.

SCRIPT SHOP, new script library service, has opened offices at 10 West 47th St., New York, to syndicate program material. Irving Marcuse, general manager, and Baer Kraut, editor, were formerly with Transcribed Radio Shows Inc.

MAINTAINING its progressive spirit, KTAR daily presents five quarter-hour sponsored news broadcasts from full-time United Press service!

1,000 WATTS FULL TIME ★ 620 KILOCYCLES

"Blanketing the Gold Nugget of Western Markets"

KTAR

Representatives—
E. KATZ SPECIAL ADVERTISING AGENCY
New York, Chicago, Detroit, Atlanta, Philadelphia, Kansas City, Dallas
WALTER BIDDICK CO.
Los Angeles, San Francisco, Seattle

"We Called to Ask About the Sale You Advertised Over WHB"

WHB • • Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audience, but no national representatives. —For time clearance, schedules, information, data, telephone Harrison 1181, collect, or wire collect to— DON DAVIS, President, KANSAS CITY, MISSOURI

Hollingbery Buys Craig's Holdings

Name, Personnel Unchanged; Named WWJ Representative

EFFECTIVE Jan. 1, George Hollingbery, head of the Chicago office of Craig & Hollingbery Inc., takes over ownership of the entire company, having purchased the interests previously held by the late Norman Craig. Personnel and name of the firm will remain the same with Edward Spencer, formerly manager of KDKA, Pittsburgh and manager of NBC local sales in New York, who joined the Craig & Hollingbery firm last July, to be vice-president of the firm and manager of the New York office. Mrs. Jean Craig will continue in the New York office.

Mr. Hollingbery

Mr. Hollingbery, formerly advertising manager of the *Chicago Herald & Examiner*, formed his own representative firm in Chicago in June, 1936. Shortly after he made an arrangement with Norman Craig who had started his representative firm in New York in 1934 by which their stations could have both New York and Chicago representation. In January, 1937, the partnership of Craig & Hollingbery was formed. In addition to offices in New York and Chicago, the firm has branches in Detroit, Jacksonville and San Francisco.

At the same time, Mr. Hollingbery announced that effective Jan. 15 his firm will assume exclusive representation of WWJ, Detroit. Represented by the firm in the East are WHAM, WDRC, WOKO, WEEU, WORC, WIBX. Midwest: WWJ, WREN, WEBC, WAAF, KSCJ, WCOL, WJAX, WIOD, WJDX and WBIG.

COLUMBIA ARTISTS Inc., New York, announces the appointment of Lawrence Menkin and Joseph Hill to its recently organized writer-director division. Mr. Menkin was formerly in the production department of WXYZ, Detroit, and before that he was a director and actor with the Provincetown Playhouse Guild. Mr. Hill is one-time assistant music editor of the *New York Sun* and more recently was radio director of the Federal Advertising Agency, that city.

Reps

WHIP, Hammond, Ind., has appointed Valentine Jarosz as special foreign language sales representative. Mr. Jarosz is also handling special foreign language programs for WMBC, Detroit, placing 3½ hours of foreign language programs daily on the Detroit station.

NILES-RICHMAN Co., New York, on Jan. 1 becomes an advertising agency solely, dropping its station representation activities.

J. J. DEVINE & ASSOCIATES Inc., New York, has been appointed exclusive national advertising representative of WMAL, Laurel, Miss., and WCHL, Charlottesville, Va.

GEORGE ROESLER has resigned from the Chicago staff of Joseph Hershey McGillvra, effective Jan. 15.

New Salt Lake Agency

R. T. (Dick) HARRIS has resigned his post as program director of KDYL, Salt Lake City, to open his own advertising agency in that city, starting Jan. 3. He will specialize in radio. The new agency to be known as R. T. Harris Advertising Agency, is located in the First National Bank Bldg. It will be equipped to handle transcription and mike auditions to accounts.

Paley's Compensation

ADDITIONAL compensation to William S. Paley, CBS president, has been revised as of Jan. 3, 1937, acording to an amendment filed with the Security & Exchange Commission. The payments, which supplement his salary, are 5% of annual consolidated net profits of CBS and subsidiaries up to $1,000,000 plus 4% of next $1,000,000, plus 3% of next $1,000,000 plus 2% of profits over $3,000,000. Mr. Paley's contract has been extended to Dec. 31, 1940. Formerly he had received 2½% up to $600,000 and 5% over that amount in additional compensation.

I. J. Fox Spots

I. J. FOX FURRIERS, New York, through Schillin Adv. Corp., New York, is placing a series of one-minute transcriptions for a January campaign. Mr. Fox and Sid Walton are featured on the discs which were made by WOR and produced by Louis Tappe of the agency. Stations are WMCA, WHN, WINS, New York; WAAT, Jersey City; WGAR, WHK, WJAY, WTAM, Cleveland.

Two States Rely On This
One Fine Station For Their

CBS Programs

WNBX
SPRINGFIELD, VT.

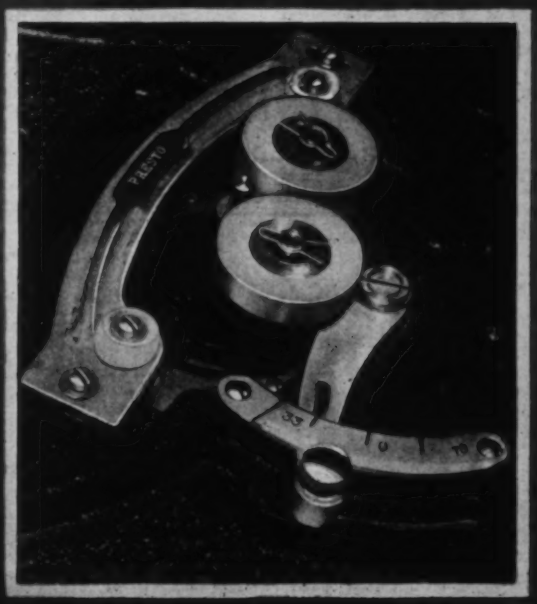
SPRINGFIELD • VERMONT

New Year's Resolution for broadcasters

1. NO MORE "SEAGOING" RECORDED MUSIC ON OUR PROGRAMS. No more B♭ piano notes rolling gently from B to A.

2. NO MORE "CHINESE" BROADCASTS. No 33⅓ transcriptions started at 78 followed by painful silence as operator wrestles with cranky speed shift.

3. NOTHING BUT PRESTO TURNTABLES AT OUR STATION FROM NOW ON.



YOU NEVER HEAR "WOWS" when you play a transcription on the Presto turntable. The exclusive Presto Rim Drive principle assures constant speed without the use of flywheels or mechanical filters. Rim Drive delivers *all the power* from a heavy duty motor to the point of greatest leverage—the outside rim of the turntable.

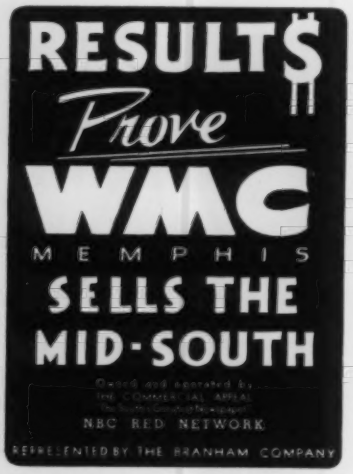
NO DOUBT about the speed adjustment on the Presto turntable. It's plainly marked by the sector and arrow. To change speed—simply move the lever. No need to stop the table or motor or remove the transcription from the table. You can change speed in less than two seconds.

Presto turntables are made for 25, 50 or 60 cycle power. They are suitable for reproducing either vertical or lateral recordings. There are models to suit any station requirements. Write for descriptive folder.

PRESTO RECORDING CORPORATION
147 WEST 19th ST., N. Y.

New NBC Shows

NBC, as of Dec. 24, announced 17 new shows starting in January, totaling 11 hours a week. Five of them are on the Blue network: American Cigarette & Cigar Co., American Rolling Mill, Glass Container Assn., S. C. Johnson & Son, and Quaker Oats Co. On the Red are Benjamin Moore Co., Borden Co., Bristol-Myers Co., Campbell Soup Co., F. W. Fitch & Co., John Morrell & Co., J. W. Marrow, National Biscuit, Packer Tar Soap Inc., Pepsodent Co., Quaker Oats Co., and Standard Oil of California.



Higher Standard of Network Programs Shown in Review of Activities in 1937

FROM the network point of view 1937 appears to have been radio's most successful year and hopes run high for 1938.

William S. Paley, president of CBS, said in his year-end statement: "Broadly speaking, CBS is concerned with five major phases of our democratic national life, with America's spiritual well-being, its cultural and educational advancement, its economic stability, its political integrity and its relationship with a world of other nations. It is estimated that throughout 1938 CBS will present some 3,000 broadcasts, spontaneously keyed and timed to the ebb and flow of life on the American scene, dealing with politics, labor news, national and public affairs."

Lohr's Year-End Statement

In his year-end statement, Lenox R. Lohr, president of NBC, said: "Today, we must consider our obligation of service to a public that daily is growing more conscious of cultural and educational values." He reviewed NBC's contributions to these ends by referring to the NBC Symphony conducted by Arturo Toscanini, to the appointment of Dr. James Rowland Angell as NBC educational counselor and to developments in shortwave and television.

Alfred J. McCosker, president of WOR and chairman of the board of MBS, stated: "The American public is demanding unceasingly better standards of entertainment and talent. Although radio's surprising growth has always been based upon its unpredictability, WOR and Mutual may be depended upon to continue to maintain their status among the nation's broadcasters to see that these demands are kept pace with during 1938." He added that "1937 has been a banner year for us, for the establishment of the Mutual network from coast to coast as one of the nation's major networks became a reality."

School Council Suspends Its Corporate Activities

ALTHOUGH continuing its corporate organization, the National Advisory Council on Radio in Education, as a result of a recent board meeting, has suspended its activities pending the development of the radio educational program of the Federal Radio Education Committee [BROADCASTING, Nov. 15]. Its office will continue at 60 E. 42d St., New York, and it is possible it will continue a publication program even while dormant, according to Levering Tyson, who retains the title of secretary although he is now president of Muhlenburg College. Officers continue as follows: Robert A. Millikan, president; Livingston Farrand, Meta Glass, Robert M. Hutchins, Walter Dill Scott and Robert G. Sproul, vice-president; Harry W. Chase, chairman of the board; James E. Russell, vice-chairman of the board; William J. Donovan, treasurer.

Counsel Sends Bill

BILLS amounting to $2,235 and $1,796, respectively, have been submitted by Samuel H. Kaufman and Eugene S. Parter, who were special counsel in the recent Segal-Smith proceedings before the FCC. They had been engaged on a per diem based on salaries of $9,000 and $6,000 per year, respectively. The Comptroller General must pass upon the bills before they are paid. Mr. Kaufman, an aspirant for the federal district attorneyship of New York, was selected and hired upon the instance of Commissioner George H. Payne who later was disqualified by his colleagues from sitting in the case.

NAB Charge Answered By San Francisco Fair

AN ATTACK upon the recent published statement of the NAB notifying station members that the Golden Gate International Exposition in San Francisco was not entitled to free time, was made Dec. 18 by Arthur Linkletter, manager of the Radio Division of the Exposition.

Declaring that the NAB or its staff should be disabused of a few illusions concerning expositions, Mr. Linkletter said that the San Francisco fair, as in the case of all large fairs, has a strict policy of no paid advertising. Thousands of newspapers and magazines are serviced and not a single inch of space is purchased indoors or outdoors, on the air or off the air, he said.

Denying that the fair is a commercial venture, he said it has the backing of the Federal Government to the extent of $8,000,000, California to the extent of $5,000,000, and 23 other States, 19 foreign governments, and a host of civic and social organizations. He added it is a non-profit corporation pledged to the purpose of "glorifying Western America".

Discussing radio aspects, Mr. Linkletter said that during 1939 the fair plans to install the most modern radio facilities obtainable, housed in a central radio building which will be offered for use free of charge to all networks and stations. Moreover, exhibitors and concessionaires are encouraged to include in their plans budgets for use in sponsoring programs and announcements calling attention to their exhibit. A substantial budget, he said, will be set aside for good sustaining broadcasts which will be available to all stations from the fair grounds.

Blackley Heads WSVA

CHAS. P. BLACKLEY has been named to succeed the late Floyd Williams as general manager of WSVA, Harrisonburg, Va. Mr. Blackley has been with WSVA since its establishment in June, 1935, and for the past two years has acted as business manager of the station. There will be no appointment to the latter office. Wendell Siler, chief announcer, has been designated program director, a position also held by Mr. Williams, who was a major stockholder in WSVA.

INTENSE heat from a fire in a shoe store next door on Dec. 14 forced the entire staff of WCBS, Springfield, Ill., to vacate the studios and transfer operations to the transmitter house a few blocks away. Programs were continued without interruption and as soon as firemen had the blaze under control the station's engineers arranged for continued broadcasting from the main studios.

WASHINGTON, D. C.

The National Hook-up
To Guest Comfort

WILLARD HOTEL

HALF a million was recently spent to make this world famous hotel Washington's newest in equipment and comfort. To facilitate business or pleasure contacts in the capital, live at this central downtown address.

CONVENTION FACILITIES

Grand Ballroom seats 1,200. Adjoining Small Ballroom seats 600. Other Meeting Rooms accommodate 30 to 350. Public Speaking Devices, Special Convention Rates, Individual Convention Service. Centrally located for every convention activity.

The WILLARD HOTEL

14th & Pennsylvania Avenue — Washington, D. C.

Write Convention Manager Today for Literature

New York Representative
Mr. Robert F. Warner
11 West 42nd Street
New York, New York
Longacre 5-4500

Chicago Representative
Mr. James N. Mills
11 South La Salle Street
Chicago, Illinois
Randolph 7774

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship

WATL
ATLANTA

"*A Blind Spot*" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

CHRISTMAS GREETINGS—From the station relations department of NBC took this form in cards sent out to their mutual friends by, left to right: "General" Bill Hedges, vice-president in charge of station relations; "Captain" Keith Kiggins, head of the department; Shel Hickox, John Norton, Easton Woolley, Phil Merryman, Harry Woodman, Otto Brandt, Burt Adams.

Roosevelt and Congress

OPENING of the 78th Congress will be broadcast directly from the capitol at Washington by the major networks, starting at noon, Jan. 3. Permission has again been granted to place microphones on the rostrum so that President Roosevelt's message will be carried as he delivers it personally. President Roosevelt's address to 49 Jackson Day banquets throughout the country, along with Postmaster General Farley's, will also be broadcast over the networks from the Washington dinner, Jan. 8, 9:30-10 p. m. (EST).

LAMBDIN KAY'S noted Christmas charity, the *Unorganized Cheerful Givers*, raised $7,000 for the needy of Atlanta, the veteran manager of WSB going before the microphone to help the drive.

Radio Bills Continue in Background As Opening of Regular Session Nears

By WALTER BROWN

WITH tax revision, anti-lynching and wages and hours legislation likely to dominate the first part of the regular session of Congress, it is doubtful if any bills dealing with radio or allied interests will receive attention of the national law makers until some time after the session begins Jan. 3.

Senator Duffy (D-Wis.) made no effort to bring up the International Copyright Convention for Senate ratification at the special session. Just before leaving for his Wisconsin home to spend the Christmas holidays, Mr. Duffy told BROADCASTING he was taking the reservations which have been proposed to the convention with him for study.

Reservations Made

Four reservations have been proposed by representatives of publishers, moving picture producers, broadcasters and other users of copyrightable material. They are:

Reservation 1. The elimination of any possibility of "oral" copyright being recognized by the United States.

Reservation 2. Clarification of language so that there shall be no possibility of "retroactivity" with respect to copyright works in the public domain in the United States at the time of adherence.

Reservation 3. The safeguarding of contractual rights between the producers and users of copyrightable material, unfettered by the theory of "le droit moral."

Reservation 4. The retention by the United States of the absolute right of legal interpretation of the clauses of the Convention in so far as they related to rights in copyrightable materials.

Senator Duffy frankly said he doubted the wisdom of attaching the reservations to the convention because if this were done, separate action would be necessary by the 42 countries which are party to the agreement and this would cause an indefinite delay in making the treaty operative. When he returns to Washington after the holidays, he will have reached a definite conclusion as to the reservations as well as the time he will call for Senate action.

Meanwhile Senator Duffy and Braswell Deen (D-Ga.) are making plans to secure action during the special session on the copyright bill, the controversial feature of which is a provision to repeal the section of the present law that places a $250 fine against any infringment upon copyright material, leaving the courts no discretion in imposing the penalty. The Duffy bill would remove the mandatory penalty but give the copyright holders full redress in the courts for any infringment, with the courts fixing the damage, if any.

Mr. Duffy hopes to have the Senate ratify the convention early in the regular session and also secure passage of his copyright bill.

The demand for a Congressional investigation of broadcasting and FCC lay dormant until the closing days of the session, but was revived by two members just before the sine die adjournment as a result of the Mae West skit. Rep. O'Toole (D-N. Y.) and Rep. Connery (D-Mass.), brother of the late Representative William Connery who was active in promoting an FCC probe, assailed NBC for the program.

Under the heading of "Filth in Broadcasting," Rep. O'Toole aired his views in the *Congressional Record*. He said he would demand an investigation during the regular session in order that the people of the United States "may be assured of decent, clean, and entertaining programs." Rep. Connery voiced a similar intention.

FCC Chairman McNinch's prompt action in ordering an investigation of the Mae West broadcast matter was favorably received on Capitol Hill and no doubt prevented a more serious outbreak against radio broadcasting.

The House Interstate Commerce Committee is expected to take up the Food and Drug bill early in the regular session but it will not reach the floor for some weeks. The subcommittee in charge of the bill, which is headed by Chairman Lea (D-Cal.) has not yet made its report to the full committee but is expected to do so in January. The food and drug bill has already passed the Senate.

IN Atlanta USE WGST

CBS 5000 watts day
1000 watts nite
Reps. 890 kc.
E. KATZ SPECIAL ADVERTISING AGENCY

AN IDEAL COMBINATION...

WDEL and Basic NBC Red

A strategically situated radio market with large portions of four states within the day and night primary service areas. A single glance at any map points out more clearly than words why you need WDEL on your lists.

This station in this individual territory demands the attention of any time buyer. National representatives —The Paul H. Raymer Company, New York Chicago Detroit San Francisco.

WDEL WILMINGTON DELAWARE

KMPC

"The Station Of The Stars"

BEVERLY HILLS, CALIFORNIA

HOWARD H. WILSON CO.
Station Representative

Keep Your Eyes and Ears on This Fast Stepping Station!

This is the first chance the "New KMPC" has had to make a New Year's resolution. Here it is, "To keep up the progress that has marked it as 'The Fastest Growing Independent Station in Southern California!'"

Olson Winter Series

OLSON RUG Co., Chicago, on Jan. 3 starts its annual midwinter campaign, using between 30 and 40 stations. What is claimed by NBC to be the first transcribed series ever to be broadcast on its key, WEAF, New York, starts Jan. 10, with three weekly quarter-hours for Olson Rug from NBC *Thesaurus*. Other stations on the Olson list include WJR, KYW, KOA, WGY, KDKA, WTMJ, varying from three to six quarters a week. On Jan. 10 *Olson Oddities* starts on a number of stations. It is a five and six-weekly five-minute series and includes KVOO, WFAA, WDAF. Agency is Presba, Fellers & Presba Inc., Chicago.

KGMB
HONOLULU
KHBC
HILO

First in Coverage
First in Listener Preference
First in Advertising Volume

FRED J. HART,
President and General Manager
San Francisco Office, Californian Hotel

Representatives:
CONQUEST ALLIANCE COMPANY
New York, 515 Madison Ave.
Chicago, 100 N. LaSalle St.

C. P. MacGREGOR
729 S. Western Ave., Hollywood

AFRA Ready for Agency Radio Drive; ARTA Seeks All Employes in Industry

A DRIVE to sign radio employes of advertising agencies will be started after the first of the year by American Federation of Radio Artists, according to word from AFRA headquarters. This effort puts aside for the moment the AFRA plans to sign up employes of networks.

Details of the AFRA campaign in the agency field were not divulged but it is understood that membership will be sought from all persons connected with radio departments.

Organized labor ventured deeper into the radio field as the year ended with the distribution to CBS employes in New York, while on their way to work, of CIO pamphlets asking white collar workers to join American Radio Telegraphists Association. To NBC, MBS and WNEW went ARTA organizers with similar pamphlets urging "everyone in radio" to join the union.

According to Charles H. Kleinman, executive secretary of ARTA local 16, the purpose of the maneuver is "the feeling shared by radio employes that it is a natural thing to build industry solidarity by having all employes members of the union." He added that if a strike were called in a New York key station the network would be crippled if its clerical staff refused to assist in transferring production to a member station.

Pointing out that New York radio engineers, actors, musicians and announcers are already organized, the pamphlets stated that in 1933 CBS engineers in New York worked on the average of 60-70 hours each week, were paid an average weekly wage of $29. As members of ARTA, they stated further, CBS engineers in New York work a maximum of 40 hours per week, receive a weekly wage of $65.

The pamphlet continued, "Now it is possible for *everyone* working in *any capacity* in radio to join a union—and achieve all these advantages which are possible only by organization. ARTA is organizing all those who are employed by radio broadcasting companies. Here in New York it will include all the unorganized employes of NBC, CBS, MBS and every independent station.

"The Wagner Labor Relations Act guarantees your right to belong to a trade union. Become a member of your union, the ARTA, by filling out the enclosed coupon today." The pamphlet also stated that "a mass meeting for radio broadcasting employes will be held shortly, with speakers of national importance." Effective March 1, pending a national referendum, ARTA will be known as the American Communications Association.

Minimum Wage Voted

A standard minimum wage scale for actors, singers and announcers employed on network commercial programs has been drawn up by the executive board of the American Federation of Radio Artists, AFL talent union, and ratified by AFRA local unions in Chicago and Los Angeles, cities in which most network programs originate.

Demands will be presented by the union shortly after the first of the year, but just how union officials will approach the networks or the advertising agencies first was something that the union spokesman refused to discuss. Neither would he disclose any of the terms of the standard salary scale except to say that separate scales had been established for actors, singers and announcers. AFRA membership now exceeds 4,000, he stated, with expectations of an even more rapid growth after the union has presented and secured its demands for network talent.

Threatened split between Los Angeles chapter and eastern headquarters of the American Federation of Radio Artists was averted on Dec. 17 when Norman Field, executive secretary of the Southern California group withdrew his resignation of that post at a special meeting held in that city. Field's action, supported by the Los Angeles chapter membership and executive board, indicated an ironing out of difficulties between the West Coast group and the national organization. Votes of confidence were extended to Field and Mrs. Emily Holt, executive secretary of the national organization, who came to Hollywood from New York for the meeting.

Mr. Field, who was the first president of Los Angeles chapter, telegraphed his resignation to Carlton KaDell, president, and to the executive board of the national organization on Dec. 12, stating that "a situation has arisen which makes me see that my usefulness has ended". Factional discord had existed ever since Mrs. Holt made her first official visit to Hollywood in early November.

Criticism was originally pointed at Mrs. Holt on the basis of her asserted failure to deal with Los Angeles AFRA executives on certain matters which, it is claimed, she took up direct with officers of Screen Actor's Guild in Hollywood.

Such action, it was said, was regarded as an affront to Los Angeles AFRA officers. It was resented as an evasion of direct dealing and construed in some quarters as belittling the importance of the local chapter and its board. It was also felt that local autonomy was being threatened and a move under way by the national headquarters to subordinate Los Angeles chapter.

The Los Angeles group feels that it fostered and organized the original unit from which AFRA developed and it doesn't intend to see its importance nor its representation in the national setup impaired. Los Angeles chapter, organized last June, has 900 members.

Big Foods Plans

BIG FOODS Inc., Chicago (chain of restaurants), has appointed Reincke-Ellis-Youngreen & Finn Inc., Chicago, as advertising agency. The firm has just concluded a daily one-minute spot announcement campaign on WCAE, Pittsburgh, and plans to start there again in January together with a San Francisco station as yet unchosen. These are the only two markets planned on being used although the restaurant chain has stores in Chicago, San Francisco, Pittsburgh, New York, Baltimore, Cincinnati, Kansas City, Des Moines, Minneapolis and Milwaukee.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), will start *Comedy Stars of Broadway*, quarter-hour transcriptions thrice weekly on 12 Canadian stations about the middle of January. Wade Advertising Agency, Chicago, handles the account.

STEP AHEAD IN 1938

KTAT programs are planned to do more than an entertainment job (although KTAT does that remarkably well). Every program is arranged and timed to get more business for the advertiser by building and holding audiences to which you can deliver your sales and merchandising messages. Affiliated with the Mutual Broadcasting System, KTAT's the *showmanship station* of the vast Fort Worth market, and gives complete coverage of the richest area in Texas: A population of more than 1,061,751, over 184,230 radio homes, 14,122 retail outlets, and retail sales exceeding $322,000,000.00 annually.

That's why we sincerely say: *Step ahead in 1938!*

TARRANT BROADCASTING CO.
Studios and Offices in the Hotel Texas
FORT WORTH, TEXAS
Raymond Buck, *President*
Sam H. Bennett, *Gen. Mgr.*

1000 WATTS — FULL TIME
KTAT

National Representatives:
FREE & PETERS, Inc.
New York San Francisco Detroit Los Angeles Chicago Atlanta

BEGINNING
the
13th YEAR
of
Radio Service To
Arkansas and
The Southwest
KTHS
10,000 Watts
HOT SPRINGS

. . . Serving an area with the highest income in Wisconsin outside of Milwaukee. Write or wire for details.
FULL TIME CBS STATION
JAMES A. WAGNER
Managing-Director
WTAQ
GREEN BAY • WISCONSIN

General Mills Test

GENERAL MILLS Inc., Minneapolis, on Jan. 3 will start tests of a new serial, *Magnificent Lady*, on WGN, Chicago. Program will be broadcast 2:15-2:30 p. m., Monday thru Friday. Sandra Michael, wife of Edward Giebisch, radio director of Cramer-Krasselt Co., Milwaukee, is author of the series which will promote either Corn-Kix, General Mills' new cereal, or Softasilk flour. Knox Reeves Adv. Inc., Minneapolis, handles the account.

RCA announced Dec. 17 that it had entered into agreements with Hazeltine Corp. whereby it acquires non-exclusive licenses in all radio fields under the Hazeltine patents.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

From MORN 'Till NIGHT

- Reaching more faithful listeners.
- Carrying more consistent advertisers.
- Getting more direct sales!

The *only* COLUMBIA Network Station in Conn.

National Representative
CRAIG & HOLLINGBERY, INC.

Music Negotiations

(Continued from page 18)

stations received. Final opposition to accepting Schedule A (standard agreement that is a part of each local contract) was coming from the South, where unionism is at its weakest and where the broadcasters were objecting to the "closed shop" clause. This clause, Section 6 of Schedule A, reads as follows:

"In expending the sums of money required to be spent by the Affiliate, as per the terms of the annexed agreement, Affiliate agrees to employ only members in good standing of the Locals affiliated with AFM as staff musicians. All musicians other than staff musicians employed by Affiliate shall likewise be employed upon terms and conditions as agreed upon between Affiliate and Local Union."

Both union and IRNA spokesmen, however, scoffed at any serious difficulty which might further delay proceedings or cause an additional postponement of the deadline. Following the Dec. 22 meeting, long distance calls had been made to all cities in which negotiations were lagging and in only a couple of spots was any dissension encountered. Continuing this pressure plan, further meetings between Mr. Weber and IRNA committeemen were scheduled for the final week of 1937, to go over the contracts received and to go after stations and unions still proving recalcitrant.

Contract negotiations between the union and transcription and phonograph record manufacturers, and between the union and the non-network stations were being held in abeyance pending the completion of the IRNA negotiations.

Sterling in Canada

STERLING PRODUCTS Inc., Wheeling, will start quarter-hour transcriptions, *The Young Widder Jones*, four times weekly on three Canadian stations: CHSJ, St. John, CFRB, Toronto, and CKCO, Ottawa. Broadcast Tuesdays through Fridays, two of the shows will be for Chocolate Cascarets and the other two for Danderine. Joseph Hershey McGillvra, Chicago, is the representative, with Thompson-Koch Co., Cincinnati, handling the account.

O'Cedar in New York

O'CEDAR Corp., Chicago (furniture polish), on Jan. 30 will assume sponsorship of *Sunday Swing Concert* on WNEW, New York, heard weekly at 11 a. m. to 12 noon. Program until recently was sponsored by Madison Personal Loan Co., New York. O'Cedar agency is John H. Dunham Co., Chicago.

RADIO manufacturers ranked fourth during 1937 in newspaper linage, being surpassed only by automobiles, tobacco and tires in that order. Seven radio makers spent more than $5,182,000 on publication advertising, $3,675,000 of it being allocated to newspapers.

ANNOUNCERS who handled the Wheaties baseball broadcasts last season for General Mills have been given engraved wrist watches as Christmas gifts.

WBIG,

Where Business Is Good

IN GREENSBORO, N.C.

What a station GIVES to its audience makes for a station's popularity—A courteous staff, insistent on facts and service—A word of cheer and encouragement here—a bit of information there—entertainment — inspiration —education. . . . These are but a few reasons why WBIG has a loyal audience and a proven and proud record as a definite *AID TO COMMERCE!*

A Columbia Station!

Craig and Hollingbery, Inc., National Representatives

Write Edney Ridge Director for "Facts and Data"

CBC NATIONAL NETWORK

5 REGIONS—COAST TO COAST

CANADIAN BROADCASTING CORPORATION

Commercial Department

HAYTER STREET, TORONTO • 1231 ST. CATHERINE ST. WEST, MONTREAL

THANKS!
Response Terrific
At Your Demand
"WALKS OF LIFE"
Now Transcribed.
Built especially for Shoes—
Sale or Repair.
13 15-Minute Shows
Ready.
Priced Right.
Write
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

Resolved . . .
To Include
WTOC
In My Advertising
Campaign for
1938
WTOC
SAVANNAH, GA.
1260 Kc.
CBS NETWORK
Represented Nationally By
Paul H. Raymer Company

Harsh Criticism of FCC Given In Ruling by Appellate Court

Cheyenne Decision Reversed, Termed "Arbitrary And Capricious" in Strongly Worded Action

INDICATING that it intends to give closer scrutiny to both legal and factual aspects of FCC procedure, the U. S. Court of Appeals for the District of Columbia, to which appeals from FCC decisions must be taken, on Dec. 27 reversed the Commission's findings against the application of Paul H. Heitmeyer for a new station in Cheyenne, Wyo. The FCC decision was termed "arbitrary and capricious" in one of the most strongly worded decisions yet rendered by the court.

Associate Justice Justin Miller, recently appointed to the court, wrote the opinion and in it criticised the FCC for not making rules and regulations covering the determination of an applicant's financial qualifications. The Commission was again called to task for failure to render statements of facts and grounds for decision within reasonable time, thus emphasizing the court's findings in the WIL-*St. Louis Star-Times* case [BROADCASTING, Dec. 15] that the Commission must render its statement at the time of decision.

Writes Precedent

The Heitmeyer case is regarded as highly significant not only in that it takes the Commission and its legal department to task but it writes basic precedent. The Heitmeyer application was remanded to the FCC for further consideration, which means the Commission may either rehear it or reach a new decision without further hearing.

Heitmeyer, at present general manager of KLO, Ogden, Utah, and formerly with KEX and KGW, Portland; KNX, Hollywood, and KUJ, Walla Walla, Wash., applied for 100 watts night and 250 day on 1210 kc. The examiner's report was favorable, Cheyenne being the capital of Wyoming and at present having no radio station, but the FCC denied the application May 1, 1936, on the grounds that Heitmeyer did not have adequate financial qualifications. Appeal was thereupon taken by former Senator C. C. Dill and James W. Gum, Washington counsel.

The court narrowed the issue to the applicant's financial qualifications. It was found that A. L. Glasman, publisher of the *Ogden Standard-Examiner* and owner of a controlling interest in KLO, had placed $20,000 to Mr. Heitmeyer's credit as a loan for the construction of the proposed station. Mr. Heitmeyer agreed to pay 6% on the principal and to repay the loan in five years. If the loan were not paid 49% of the stock in the new corporation would be assigned to Mr. Glasman.

Concerning this point the court said: "It is contended by the Commission that appellant has failed to show his financial qualification, because (1) the loan is intended to be secured by the distribution to Glasman of 49% of the stock of the proposed corporation; (2) the value of the corporate stock depends on the granting of permission for transfer of the station license to the corporation; (3) this involves in effect the prejudging by the Commission of two applications not yet before it; (4) hence the security for the loan is conditioned on a judgment of the Commission which it is powerless to make. It would seem on its face to be a rather severe restriction upon business enterprise and an unnecessary limitation upon the availability of radio service in a particular community. Moreover, it would seem to be a particularly arbitrary and futile procedure in a case such as this, where the applicant fully and fairly revealed his plans.

No Rule to Guide It

"We look for some measure of financial qualification to guide us. We are referred to no rule or regulation of the Commission suggesting a rigid standard. On such an important question we think the public is entitled to have the statute implemented by a regulation setting out clearly and concisely just what the Commission regards as a minimum standard of financial ability.

"In this period of economic uncertainty financing reasonably assured five years in advance would seem to constitute much more than the average business security. We cannot require the impossible in attempting to guarantee safety. If the standard of financial responsibility required by the Commission in this case were imposed upon the country generally, business would cease. Under the circumstances, can it be said that the action of the Commission was anything but arbitrary, if not capricious?"

KFDM Sale Is Favored In Report by Examiner

SALE of KFDM, Beaumont, Tex., regional station on 560 kc., for $115,000, was recommended to the FCC Dec. 17 in a report by Examiner Tyler Berry. The station is owned by Magnolia Petroleum Co., but has been operated under a $300 a month lease by Sabine Broadcasting Co., headed by J. M. Gilliam. The purchasing group is headed by C. W. Snider, Texas magnate, and his son-in-law, Darrell A. Kahn, who is manager of KGKO, Wichita Falls, who are also interested in the application of West Texas Broadcasting Co., seeking a new station in Wichita Falls to replace KGKO when that station is moved to Fort Worth.

The FCC has already authorized the KGKO removal, and an examiner's report is pending favoring the Snider group for the new station. The KFDM sale involves a cash payment of $40,000 upon FCC final approval, a payment of $20,000 within a year, another of $40,000 during the second year and a $25,000 fund to be disbursed by the Magnolia company to pay up debts of the Sabine company, any residue thereafter to be paid to the Sabine company.

RCA announced Dec. 17 that it had entered into agreements with Hazeltine Corp. whereby it acquires non-exclusive licenses in all radio fields under the Hazeltine patents.

THIS YEAR
Ring Bells in Both Carolinas

-- For One Low Rate

. . . And ring them in the rich cotton-tobacco areas with WIS-WPTF . . . These twin stations, broadcasting on favorable low frequencies, give maximum results for minimum cost in the most profitable market areas in the Carolinas.

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Available to only one radio station in each city
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LIVE TODAY
IN THE FASHION OF TOMORROW
HOTEL SHERMAN
1700 ROOMS 1700 BATHS
CHICAGO

Studio Notes

TITLE of a new program on WIND, Gary, in which announcer interviews skaters as they glide along an indoor skating rink in Chicago, is *Man on Ice*. Program is sponsored by the Alfred Johnson Skate Co., Chicago, through Baggaley, Horton & Hoyt, Chicago.

M-G-M radio department, which produces the NBC *Good News of 1938* program sponsored by General Foods Corp. from Hollywood, has moved into its own two bungalows on the film company's Culver City, Cal., lot.

KMOX, St. Louis, has started a new department to handle educational, cultural and religious programs, under direction of Miss Harriet Edwards and in conjunction with the public affairs department headed by Jerry Hoekstra. To provide a closer preliminary check of programs, KMOX has assigned Van Woodward, of its continuity department, to the duties of "program analyst". He will preview all programs and report suggestions to C. G. Renier, program director.

NBC shortwaved the fifth annual international children's party Dec. 25 in which 24 children of diplomats participated in Washington, each speaking in native tongue, from the Carlton Hotel. National anthems of each country were played by the U. S. Marine Band. John Hurley, NBC announcer, was master of ceremonies.

THE WLS *National Barn Dance* which, with the exception of Illinois and Indiana state fair broadcasts, has been broadcast continuously every Saturday night from the Eighth Street Theatre since March 12, 1932, was aired from the WLS studios Dec. 24 in as much as the date fell on Christmas night. A party for the entire cast was given by WLS at the end of the five-hour broadcast.

WHIP, Hammond, Ind., has established an education council to take complete charge of educational programs broadcast on the station. The board consists of Father Val Karch, Lee L. Colwell, superintendent of the Hammond, Ind., schools, Miss Nina Winans and Dr. Frederick Juchhoff.

KFEL, Denver, on Jan. 4 will enter its 16th year of broadcasting. On Dec. 29 the station observed the beginning of its second year with MBS.

THE TITLE of a new series of programs sponsored by the Spreckels Russell Dairy Co., San Francisco, over KFRC every Friday is *Housewarming*. Each week a different San Francisco neighborhood is saluted.

WHIP, Hammond, Ind., has started sports review featuring Harold (Speed) Johnson, editor of *Who's Who in Baseball*.

SO MUSICIANS in America may sound their "A" correctly, CBS has installed a tubular chime to be heard daily as a part of its time signal announcements. The nickled tube of bell bronze is over six feet long and almost two inches in diameter and vibrates precisely 440 times a second, the exact tone of the accepted "A".

ON THE COAST—Edward Klauber, CBS New York executive vice-president, was on the West Coast in early December to inspect the network's new Hollywood and San Francisco headquarters now being erected in those cities, and to confer with Donald W. Thornburgh, Pacific Coast vice-president. Left to right are Archibald H. Price, manager of Palace Hotel, site of new San Francisco studios; Mr. Klauber and Mr. Thornburgh looking over building plans.

Wasmer Against Bone?

REPORTS that Louis Wasmer, operator of KHQ and KGA, Spokane, and part-owner of KOL, Seattle, plans to run for the U. S. Senate against Senator Homer T. Bone, Democrat, are being published in Washington state newspapers. A Republican, Mr. Wasmer is reported as openly opposing Senator Bone's candidacy, and as having stated that he will run himself "if necessary". An article published in the *Washington Sentinel* links the switch of CBS from Mr. Wasmer's KOL to KIRO with the political fight.

Barbasol on CBS

BARBASOL Co., Indianapolis (shaving preparations), on Jan. 24 will start a new musical program featuring Arthur Godfrey, to be heard Mondays and Fridays at 7:15 to 7:30 p.m. The company is now sponsoring Godfrey on a Mutual network Friday evenings and on WABC, New York, three mornings weekly, in collaboration with three other subsidiaries of Wasey Products Inc., New York. Agency in charge is Erwin, Wasey & Co. Inc., New York.

Equipment

RCA equipment has been ordered for the new WHAL, Saginaw, Mich., authorized by the FCC but construction of which was delayed by litigation. The 500-watt daytime station on 950 kc. will be managed by Harold F. Gross, operator of WJIM, Lansing, who owns 50%, the remainder being owned by Edmund C. Shields, attorney.

GATES model 17-B audio compressors have been installed at WJBL, WJMS, WTAD, WHBU, WJBC and WMPC by Gates Radio & Supply Co. WIRE has installed Gates dynamote remote control equipment.

NEW studios at WMPS, Memphis, are being hurried, with the opening date set around the first of the year. When completed they will give WMPS modern facilities on ground floor of Columbian Mutual Tower, enabling passersby to look in at programs in progress.

WOAI, San Antonio, has installed a new 425-foot vertical radiator Truscon antenna.

GEO. KILGEN & SON Inc., St. Louis (organs), announces a new model "Petit Ensemble" which will be available in February. The instrument is a self-contained unit, with pipe work and action and blower housed within the organ case. Thus, it can be installed without alterations to the building.

KGVO, Missoula, Mont., will have its new Truscon radiator in use early in January, according to A. J. Mosby, KGVO manager.

Book Mart Buying

AMERICAN BOOK MART, Chicago (old books bought), has started quarter-hour of the *Grand Ol' Opry* Saturday night on WSM, Nashville, and plans to add WLW and WCAU in January, with the possibility that WOR also may be used. E. H. Brown Adv. Agency, Chicago, handles the account.

CBS Plans to Expand SanFrancisco Production

A RESUMPTION of major radio production in San Francisco by the Columbia Broadcasting System was announced by Donald W. Thornburgh, vice-president of the Pacific Coast operations for CBS, recently. With the new $350,000 CBS studios speeding toward completion in the Palace Hotel, Columbia is working on plans to shift a number of its major coast-originating productions to San Francisco. The new studios are scheduled to be completed and ready for occupancy by March 1.

In line with this policy, Mr. Thornburgh has just transferred Tom Breneman from Hollywood to San Francisco and named him production representative in charge of network programs originating in the new San Francisco studios. Breneman came to San Francisco Dec. 26. Several outstanding new shows are now being planned by CBS to originate in San Francisco for Pacific Coast release.

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THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

WOKO
PERFECT *Reception, too,*
FOR YOUR SALES MESSAGE

★ Up to the split-second (as always), WOKO today announces installation of a perfected Collins Transmitter and complete new highest-fidelity Amplification. WOKO, centering the rich Capital District, has had *the* perfect market; now it gives you, too, the perfect assurance of power and clarity in telling your story . . . tomorrow's best in equipment for TODAY'S SELLING JOB.

In the Heart of "The State That Has Everything"

HAROLD E. SMITH, *General Manager*

STATION W-O-K-O ALBANY, N.Y.

Bijur Expanding

GEORGE BIJUR, president of George Bijur Inc., New York, as part of the agency's expansion program due to increased billings, announces the addition to the publicity staff of E. P. McKenney, formerly of Benton & Bowles Inc.; to the copy staff of Arady Leokum, formerly of N. W. Ayer & Son Inc.; as director of research, R. H. Stiepock, economist and marketing research specialist, formerly assistant to J. W. Scoville, in charge of research of Chrysler Corp.

Late News and Personal Notes

ROBERT KAHN, account executive with the Dade Epstein Adv. Agency, Chicago, has engaged offices in the new MCA Building, 430 N. Michigan Ave., and will open an agency of his own shortly after Jan. 1. The new Kahn organization will handle publicity as well as advertising accounts.

GEORGE HOLLINGBERY, new president of Craig & Hollingbery, became the father of a fourth child, George Phillips, on Nov. 27. The youngster, weighing 7 lb. 4 oz., was Mr. Hollingbery's first son.

H. M. DANCER, has resigned as vice-president of Henri, Hurst & McDonald Inc., Chicago, to become vice-president of Blackett-Sample-Hummert Inc., Chicago.

WALKER G. EVERETT, publicity director of Roche, Williams Cunnyngham Inc., Chicago, has resigned to assume the editorship of the *Studebaker Wheel*, house organ of the Studebaker Corp., South Bend, Ind.

MAURICE SPITALNY, brother of Leopold and Phil, in January will join KDKA, Pittsburgh, as musical director.

PENICK & FORD Ltd., New York (My-T-Fine dessert) on Dec. 28 started participation in *Uncle Don* on WOR, Newark. BBDO, New York, is agency.

POSSIBILITY of a merger of Consolidated Radio Artists Inc., and Rockwell-O'Keefe Inc., is "pretty definitely off", according to a spokesman for CRA.

PHIL GROSS, formerly dramatic producer for the New York division, WPA Federal Theater, has opened offices in New York to supply talent and orchestras to stations and advertising agencies.

STANDARD OIL Co. of New Jersey, New York, on Jan. 1 started 24 weekly five-minute news programs on KYW, Philadelphia. Agency is Marschalk & Pratt Inc., New York.

BOUGHT out by the Filene interests, the Shepard Store in Boston has been merged and the radio family Shepard continues in the department store business only with the Shepard Store in Providence, managed by Robert Shepard, brother of John Shepard 3rd.

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FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
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A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Sports announcer with regular announcing experience. Write in detail Box 855, BROADCASTING.

Sales Manager wanted—1,000,000 shopping area, 5,000 watt chain station. Box 851, BROADCASTING.

Free lance radio writers. Ready market available for new and original scripts. For further details write Box 854, BROADCASTING.

Local radio station serving market of a half million needs first class salesman; right man will eventually be sales manager. State experience, etc. All replies confidential. Box 835, BROADCASTING.

Situations Wanted

Employed radio operator desires change. Receive transradio accurately. Control and transmitter engineer. Box 853, BROADCASTING.

Experienced radio operator, 1st class radiotelephone 2nd class radiotelegraph license. Can copy transradio news. J. V. Sanderson 524 Church St., Huntsville, Ala.

Thoroughly experienced 100 watt Radio Station and Network operation available position station manager, traffic, program or production. College graduate, age 26, references. Box 850, BROADCASTING.

Transradio press, control and transmitter operator. Radio school graduate. Licenses. More than three years experience copying press, running controls, transmitters, well trained in maintenance. Available soon. Thomas Hubbard, Tahlequah, Okla.

Situations Wanted (Con'td.)

Where have I been all your life? Copywriter, dictaphone, clerical. Agency experience. Box 849, BROADCASTING.

Available singly or as team. Experienced announcer, sports, news commentator. Now connected with network station for two years as Ass't Chief announcer. Also experienced announcer, publicity director, commercial credit manager. Both familiar with routine and continuity writing. Excellent references furnished. Available immediately. Box 852, BROADCASTING.

Experienced and successful times salesman desires management or advertising managers position with progressive station or agency. Now employed and for 8 years with same 5 Kw. network station. Married, one child, settled, no boozer, steady, reliable, honest, sincere, good personality, character and ability. Not broke, several thousand dollars in cash and government securities. Reasons for wishing to make a change can be fully explained. Confidential. Box 848, BROADCASTING.

Wanted to Buy

Good opportunity with investment operating good local station. Box 833, BROADCASTING.

Will buy or lease station. All replies confidential. Box 831, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Write or Telephone for
A SQUARE DEAL IN MEASUREMENTS
- 24 Hour Service
- Broadcast Frequency Measurements guaranteed accurate within ¼ cycle
- All latest type General Radio equipment mounted on floating concrete base
- Primary and Secondary Standards
- Accurate 365 days each year
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DONNELLEY MONITORING SERVICE
Phone Lake Bluff 546
Donnelley & Sheridan Rds. Lake Bluff, Ill.

Sponsors Arrange For Baseball Time

Kellogg, General Mills and Socony Signing Schedules

KELLOGG Co., Battle Creek, will sponsor baseball in a majority of the American League cities in 1938, having purchased exclusive rights for three cities as well as planning to broadcast games in three others. Kellogg will sponsor American and National league games in Boston on Colonial network; will sponsor games in Philadelphia; and Detroit games on a Detroit station and Michigan network. Kellogg will sponsor Cubs and White Sox games in Chicago on WJJD and St. Louis games on KMOX.

In the American League, General Mills will sponsor exclusively the Washington road games as well as both the Cleveland home and away games. The company will share sponsorship of Cubs and Sox games with Socony on WBBM for the second successive year as well as broadcasting St. Louis games on KWK.

Kellogg had signed up broadcasts of the Sox games in Chicago at a reputed cost of $75,000 on an exclusive basis having agreed to sponsor the games either alone or with some other sponsor on two stations. However, P. K. Wrigley, owner of the Cubs, opposed this plan, threatening to broadcast road games of the Cubs when the Sox were playing at home which would have hampered the latter's attendance. As a result, both Sox and Cubs games have been thrown open with five stations scheduled to carry the games.

In Detroit, Kellogg sponsored Detroit games on the Michigan network in 1937 using WWJ as the Detroit outlet with Ty Tyson broadcasting. The sponsor may use the same setup in 1938 although there is a possibility that WXYZ may be used as the Detroit outlet, with Harry Heilmann announcing.

In Pittsburgh General Foods will broadcast exclusively wired reports of all out-of-town games of the Pittsburgh Pirates. [American Association and Eastern League games were reported in BROADCASTING Dec. 15.] In St. Louis, Hyde Park Breweries will have an extensive sports line-up for the summer of 1938. Two weeks before the schedule opens the firm will sponsor daily quarter-hour broadcasts direct from training camps. During the regular reason, Hyde Park will sponsor *Man in the Stand*, 10 minutes preceding the games throughout the entire season as well as five minutes every Sunday giving baseball scores. No Sunday baseball broadcasts are permitted in St. Louis. KMOX and WIL also may be used during the season. Ruthrauff & Ryan, Chicago, is the agency.

In Chicago, the Thompson restaurants will sponsor full hour reenactments of Cub games every night on WJJD, Chicago. Baggaley, Horton & Hoyt Inc., Chicago, is agency.

WGN and WBBM, Chicago, each will pay $30,000 in 1938 to broadcast Cub and Sox games, double the amount they paid last year.

Hot Springs Will Carry Fight on Proposed Sale Of KTHS to the FCC

FOLLOWING a decision of the Arkansas State Supreme Court Dec. 20, upholding the right of the board of directors of the Hot Springs Chamber of Commerce to sign a contract for sale of KTHS, Hot Springs, it was announced by S. A. Cisler, general manager of the station, that the fight to retain the station in that community will be continued before the FCC. The station had been sold for $75,000 to Radio Enterprises Inc., headed by Col. Tom H. Barton, owner of KARK, Little Rock, and KELD, El Dorado, Ark., and application had been made to the FCC not only to ratify the change in ownership but to authorize its removal to Little Rock. Date of the FCC hearing has not yet been set.

Intervention on behalf of the Chamber of Commerce and other local parties has been filed by Mayor Leo McLaughlin, and a resolution asking the FCC not to permit the removal was passed at the last session of the state legislature. A mass meeting of Hot Springs citizens followed disclosure of the contract to sell to Col. Barton last year, and the board involved in making the contract resigned following a vote to repudiate the contract. Paul D. P. Spearman has been retained as Washington counsel to carry the fight to the FCC, and A. Earl Cullum Jr., of Dallas, has been engaged as consulting engineer. The Chamber also voted to employ Mr. Cisler as general manager last Sept. 1.

KTHS on Dec. 20 celebrated its 13th anniversary, carrying transcription "appearances" of Bob Burns, Lum & Abner, Ross Graham and Dick Powell, who are alumni of that station, along with congratulatory messages from Senators Caraway and Miller of Arkansas and NBC President Lenox R. Lohr, which were also transcribed.

KFRU

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

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WAIR advertisers demand and get profitable results. Let WAIR tell your story, too.

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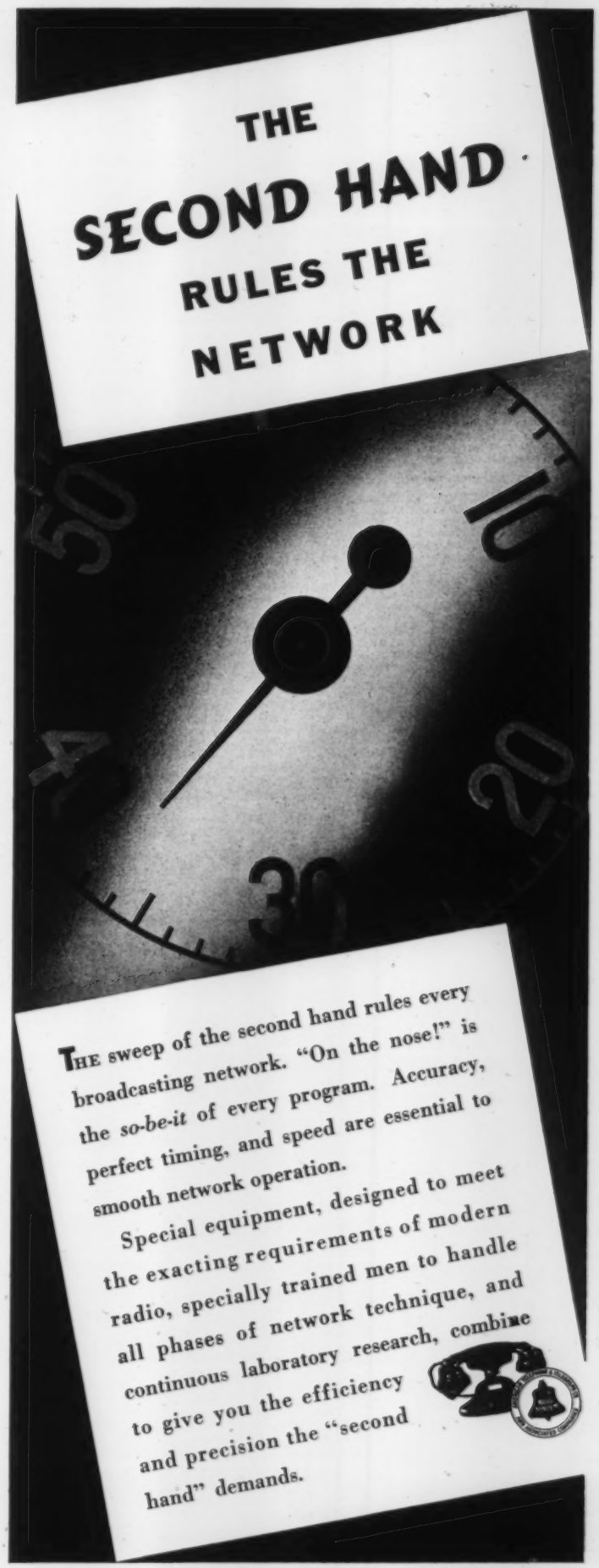
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THE sweep of the second hand rules every broadcasting network. "On the nose!" is the *so-be-it* of every program. Accuracy, perfect timing, and speed are essential to smooth network operation.
Special equipment, designed to meet the exacting requirements of modern radio, specially trained men to handle all phases of network technique, and continuous laboratory research, combine to give you the efficiency and precision the "second hand" demands.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 14 TO DECEMBER 29, INCLUSIVE

Decisions . . .

DECEMBER 15

KVOS, Ardmore, Okla. — Granted CP new equip., increase D to 250 w.

SET FOR HEARING—NEW, Mollin Investment Co., Huntington Park, Cal., CP 1160 kc 100 w D; NEW, King-Trendle Brdcstg. Co., Grand Rapids, Mich., CP 1010 kc 250 w unl.; WPRA, Mayaguez, P. R., CP change 1370 to 780 kc, increase to 1 kw 2½ kw D unl.; WGCM, Mississippi City, Miss., CP move to Mobile; KRMC, Jamestown, N. D., CP change 1370 to 900 kc, increase to 500 w 1 kw D; WIND, Gary, CP increase N to 5 kw; WRBL, Columbus, Ga., mod. CP amended to directional N, change 1200 to 1330 kc, increase to 1 kw unl.

MISCELLANEOUS—NEW, Dr. Wm. S. Jacobs, Houston, denied enlargement time oral argument 1-20-38 applic. CP 1220 kc 1 kw unl.; NEW, Summit Radio Corp., Akron, dismissed exceptions filed by labor groups re applic. CP 1530 kc 1 kw unl.

DECEMBER 18

ORAL ARGUMENTS GRANTED—Ex. Rep. I-341, Dallas Brdcstg. Co., 2-10-38; Ex. Rep. I-390, Oak Cliff-Dallas Co. Brdcstg. Co., 2-10-38; A. L. Chilton, Dallas, 2-10-38; Ex. Rep. I-520, Centennial Brdcstg. Corp., 2-10-1938; Ex. Rep. I-499, Wescoast Brdcstg Co. (KPQ) 2-10-38; Ex. Rep. I-505 Colonial Network 1-27-38; Ex. Rep. I-507, Central Cal. Brdcstrs. (KRE), 2-11-38; Ex. Rep. I-439, Chase S. Osborn Jr., Fresno, 2-11-38; Ex. Rep. I-509, Louisville Times Co., Louisville, 2-17-38; Louisville Brdcstg. Co., 2-17-38; Ex. Rep. I-510, Southwest Brdcstg. Co., 2-17-38; W. P. Stuart, Prescott, 2-17-38; Ex. Rep. I-512, Harry Schwartz, Tulsa, 2-17-38; Ex. Rep. I-513, Clark Standiford, L. S. Coburn, A. C. Sidner, Fremont, Neb., 2-17-38; Ex. Rep. I-517 Standard Life Ins. Co. of the South, Jackson, Miss., 2-18-38; Ex. Rep. I-518, Arthur Lucas, Savannah, 2-18-38; Ex. Rep. I-521, Birmingham News Co., 2-24-38; Ex. Rep. I-522, WFNC, 2-24-38; Capitol Brdcstg. Co., Raleigh, N. C., 2-24-38; Ex. Rep. I-524, KQV, 2-24-38; WSMK, Dayton, 2-24-38; Ex. Rep. I-525, WBZA, 2-24-38; Charles B. Adams, Adm. Estate of Harry C. Whitehill, Exec. Estate of Mary M. Whitehill (WDEV), 2-24-38; Ex. Rep. I-526, Smith & Mace, Saranac Lake, N. Y., 1-14-38; Ex. Rep. I-435, West Texas Brdcstg. Co., Wichita Brdcstg. Co., Faith Brdcstg. Co., KFPL, 2-25-38.

MISCELLANEOUS—NEW, George H. Payne, San Jose, Cal., granted continuance hearing 60 days applic. CP 1440 kc 500 w unl.; Burl Vance Hedrick, Salisbury, N. C., granted pet. intervene applic. Piedmont Brdcstg. Corp., Salisbury, CP; KLZ, Denver, granted pet. intervene applic. Scripps-Howard Radio Inc., Denver; Volney G. Mathison, Wilmington, Cal., granted permission take depositions re applic. ship radio telephone station.

DECEMBER 21

MISCELLANEOUS—Piedmont Brdcstg. Corp., Salisbury, N. C., granted additional order take depositions re order new station at Salisbury; Carl Latenser, Atchison, Kan., granted order take depositions re applic. new station at Atchison.

DECEMBER 22

WWJ, Detroit—Granted extension temp. auth. increased power.

WSAI, Cincinnati—Mod. license increase D 2½ to 5 kw.

WKBN, Youngstown—License for CP as mod.

MISCELLANEOUS — Columbia Radio Co., Columbia, S. C., denied reopening record Docket 4162, 4274; Scripps-Howard Radio Inc., Cincinnati, dismissed pet. rehearing applic. station in Toledo; C. W. Corkhill, Sioux City, Ia., denied rehearing Docket 4104, 4156; KNX, Los Angeles, granted mod. CP new equip.

SET FOR HEARING—KMAC, San Antonio, vol. assign. license to W. W. McAllister and Howard W. Davis, d-b Walmac Co., also renewal license.

DECEMBER 23

WCBA, WSAN, Allentown—Granted continuance hearing on applic. renewal.

NEW, Colonial Brdcstg. Corp., Norfolk, Va.—Granted pet. take depositions.

NEW, Joe L. Smith, Beckley, W. Va.—Same.

WMAZ, Macon, Ga.—Same.

WFIL, Philadelphia—Granted temp. auth. 560 kc 1 kw N to 1-31-38.

DECEMBER 27

WRDO, Augusta, Me.—Set for hearing applic. renewal license, granted temp. license.

WRAX, WPEN, Philadelphia—Granted ext. temp. auth. increase to 1 kw N to counteract interference.

Examiners' Reports . . .

KFDM, Beaumont, Tex.—Examiner Berry recommended (I-565) that applic. assign license to Beaumont Brdcstg. Corp. be granted.

Applications . . .

DECEMBER 14

WBAL, Baltimore—Extension exp. auth. Simul.-KTHS 1060 kc 6 a. m.-LS Hot Springs, Ark., 1060 kc to 9 p. m., Synchro.-WJZ 760 kc after 9 p. m.

WTIC, Hartford—Extension exp. auth. change 1060 to 1040 kc, Sh.-WBAL to Simul.-KRLD unl.

WPAX, Thomasville, Ga.—CP change D to 250 w, D to unl.

WJBL, Decatur, Ill.—License for CP new antenna, move trans.

DECEMBER 16

WSYB, Rutland, Vt.—CP new antenna, change spec. to unl., move trans.

WEMP, Milwaukee—Mod. license D to unl. 100 w.

KMED, Medford, Ore.—CP increase 250 w to 1 kw, new trans., change 1410 to 1320 kc.

KRKO, Everett, Wash. — CP change 1370 to 1400 kc, vert. antenna, increase 50 to 250 w, change Sh.-KEEN to unl., move trans.

DECEMBER 18

NEW, Fredericksburg Brdcstg. Corp., Fredericksburg, Va.—CP 1200 kc 250 w D.

WAAF, Chicago—Auth. transfer control from Corn Belt Publishers Inc. to individual stockholders of corp.

DECEMBER 21

WHK, Cleveland—Exp. auth. facsimile.

KOCA, Kilgore, Tex. — Vol. assign. license to Oil Capital Brdcstg. Assn.

WIND, Gary—Exp. auth. facsimile.

WCBA, Allentown—Mod. license 500 w to 1 kw.

DECEMBER 27

WLAW, Lawrence, Mass.—License for CP as mod.

WESG, Elmira, N. Y.—Ext. exp. auth. 850 kc daylight to LS New Orleans.

WBCM, Bay City, Mich.—CP new trans.

WBBZ, Ponca City, Okla.—Invol. assign. license C. L. Carrell to Adelaide Lillian Carrell, executrix.

NEW, P. W. Spencer, Rock Hill, N. C. —CP 1500 kc 100 w D.

New Regional Network

FORMATION of a new regional network, to be known as the North Central Broadcasting Co., with headquarters in the Empire Bank Bldg., St. Paul, has been disclosed by John W. Boler, general manager. It is planned to start it early in 1938. Mr. Boler announced the following stations have already been lined up, with others to be added: KSTP, St. Paul, and WTCN, Minneapolis, as alternate outlets; WEBC, Duluth; KVOX, Moorhead, Minn.; KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; WEAU, Eau Claire, Wis.; WKBH, LaCrosse, Wis.; KGLO, Mason City, Ia. The latter two are to be supplementary outlets.

Scott Paper Buying

SCOTT PAPER Co., Chester, Pa., on Jan. 3 will start participation in home economics programs in New England, and on Jan. 17 will add stations in other sections of the country. Contracts call for participations two and three days a week, for 13 or 26 weeks. Stations will total 37. Agency is J. Walter Thompson Co., New York.

Sunkist Disc Series

CALIFORNIA FRUIT GROWERS Exchange, Los Angeles, has started *Sunkist Time*, early morning program six days weekly on 13 stations. Half-hour show is transcribed by WBS and heard on WOR, WGN, WEEI, CKLW, WCAE, KWK, WHK, WGR, WCAU, WCKY, WFBR. Agency is Lord & Thomas Inc., Los Angeles.

CBC Develops Network of 54 Stations In Year Under Gladstone-Murray Rule

WITH a year's operations under the general managership of Gladstone Murray, Canadian Broadcasting Corp. is developing its corporate organization. CBC in the year has increased the sustaining programs from six to 12 hours a day, has put overseas broadcasts on at regular times, has built two new stations and has permitted building of numerous 100-watt privately-owned stations.

There are now 54 national network stations on the CBC roster, with 24 forming a basic sustaining net. CBC now owns or leases nine broadcasting plants. The commercial national network consists of 34 stations to which can be added as many stations as an advertiser desires.

The CBC will start in 1938 publication of a program and cultural magazine similar to the British *Radio Times*, *World Radio* and *The Listener*, which Gladstone Murray built for the BBC to several million circulation.

Following development of a coast-to-coast network, CBC has signed for 1938 six major shows originating in the United States which will be carried on two or more regions of the CBC setup. In addition to the *Jello* Jack Benny show [BROADCASTING Dec. 15], the following shows have been signed:

Lever Bros. *Lux Radio Theatre* on 24 CBS stations plus CKAC; Standard Brands Ltd. (Chase & Sanborn) *Charley McCarthy* on 28 stations plus CFCF and 4 British Columbia stations; Standard Brands Ltd. (Tenderleaf tea) *One Man's Family* on same network; Kraft-Phenix Cheese Co. Ltd., *Music Hall*, 26 stations plus CFCF; Carnation Co. Ltd., *Contented Hour* on 18 stations plus CFCF.

Two Named for Survey

DR. MARVIN L. FAIR, professor of transportation and public utilities of Temple University, Philadelphia, was appointed Dec. 27 by the FCC to take charge of the Great Lakes and Inland Waters Survey under the direction of Commissioner Thad H. Brown. Aiding Dr. Fair will be G. Lloyd Wilson, professor of transportation and public utilities of the University of Pennsylvania, as research consultant. The survey is designed to determine the radio and safety requirements for protection of life and property on the Great Lakes and inland waters pursuant to a Congressional resolution.

Newspaper-Radio Rumor Unverified

Administration Policy Still Seen as Entirely Unsettled

REPORTS that President Roosevelt had asked Vice-President Garner to sound out Congressional sentiment regarding legislation dealing with newspaper control of radio stations revived speculation in Washington that the administration has such a program in mind, but a series of inquiries failed to substantiate the latest rumor on the subject.

President Roosevelt, when asked at his press conference Dec. 28 for comment on the report printed in the Scripps-Howard papers that Mr. Garner was acting as his emissary in feeling out members of the Senate on legislation to divest newspaper control of broadcasting stations, dismissed the question with the simple statement that he had read the story.

Vice President Garner, following a policy of refusing to discuss for publication any reports dealing with White House relations, likewise declined to comment. He left the impression that there was nothing to the report.

The same story made the statement that "Frank R. McNinch, new chairman of the Federal Communications Commission, is known to favor divorce of newspapers and radio stations." When questioned regarding this assertion, Mr. McNinch said:

McNinch Denies Report

"I have made no statement to anyone that I favor divorce of newspapers and radio stations. The Commission is making a study of this question along with trafficking in radio licenses, regulating networks and possible development of monopoly in radio facilities, but no conclusions have been reached."

Mr. McNinch explained that all these subjects are still in the "study stage" and indicated it would be some time before the Commission would reach any decisions. "On newspaper ownership of broadcasting stations I have matured no opinion," he told BROADCASTING.

Senator Wheeler (D-Mont.) has publicly criticised the increasing number of newspaper-owned stations, especially in cities where the ownership has a monopoly on news agencies. The Montana Senator, however, said this week he did not plan to introduce legislation on the subject at the next session of Congress.

Rep. Wearin (D-Iowa) last January introduced a bill prohibiting the issuance of new or renewal radio licenses to newspapers, but no action has been taken on it by the House Interstate & Foreign Commerce Committee.

In view of the study being made by the FCC of the question of newspaper ownership, there appears little likelihood of any action by Congress on the subject until this is completed and until recommendations, if any, are made to Congress.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

BARBASOL Co., Indianapolis (shaving preparations), on Jan. 24 starts *Arthur Godfrey* on 24 CBS stations, Mon., 7:15-7:30 p.m., and on 31 CBS stations, Fri., 7:15-7:30 p.m. Agency: Edwin, Wasey & Co. Inc., N. Y.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving preparations), on Jan. 3 starts *True or False* on 3 Mutual stations (WOR, WGN, WLW), Mon., 10-10:30 p. m. Agency: J. Walter Thompson Co., N. Y.

GORDON BAKING Co., Detroit, presented a special Christmas Day program on four Mutual stations from 2 to 3 p.m. Agency: Young & Rubicam, Detroit.

S. C. JOHNSON & Son Inc., Racine, Wis. (floor wax), on Jan. 3 starts *Attorney-at-Law* on 13 NBC-Blue stations, Mon. thru Fr., 10:30-10:45 a.m. Agency: Needham, Louis & Brorby, N. Y.

NATIONAL BISCUIT Co., New York, on Jan. 3 expands *Dan Harding's Wife* from WMAQ, Chicago, to 13 NBC-Red stations, Mon. through Fri., 9:45-10 a.m. Agency: McCann-Erickson, N. Y.

GLASS CONTAINER Assn. of America, New York, on Jan. 9 starts *There Was a Woman* on 6 NBC-Blue stations, Sun., 1:30-2 p.m. Agency: U. S. Adv. Corp., Toledo.

STEWART-WARNER Corp., Chicago (radios, refrigerators), on Dec. 28 shifts *Horace Heidt* from 39 CBS to 50 NBC-Blue stations, Tues., 9-9:30 p.m. Agency: Hays, MacFarland & Co., Chicago.

CAMPBELL SOUP Co., Camden, N. J., on Jan. 3 starts *Amos 'n' Andy* on 44 NBC-Red stations, Mon. through Fri., 7-7:15 p.m. (repeat 11-11:15). Agency: F. Wallis Armstrong Co., Philadelphia.

PEPSODENT Co., Chicago (toothpaste), on Jan. 2 starts Walt Disney's *Mickey House* on 54 NBC-Red stations, Sun., 5:30-6 p.m. Agency: Lord & Thomas, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Jan. 3 starts *Ma Perkins* on 30 CBS stations, Mon. through Fri., 10:45-11 a.m. Agency: Blackett-Sample-Hummert Inc., Chicago.

QUAKER OATS Co., Chicago (Puffed Wheat), on Jan. 3 starts *Dick Tracy* on 12 NBC-Red stations, Mon. thru Fri., 5-5:15 p.m. Agency: Fletcher & Ellis, Chicago.

JOHN C. MORRELL & Co., Ottumwa, Ia., (Red Heart dog food), on Jan. 9 starts *Talks by Bob Becker* on 18 NBC-Red stations, Sun., 2-2:15 p. m. Agency: Henry, Hurst & McDonald, Chicago.

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn), on Dec. 26 started for 13 weeks, *Jolly Time*, on 12 Don Lee California stations, Sun., 4:40-4:45 p. m. (PST). Agency: Coolidge Adv. Co., Des Moines.

DURKEE'S FAMOUS FOODS Ltd., Chicago, on Dec. 26 started *My Secret Ambition* on 7 CBS western stations, Sun., 7:30-8 p. m. Agency: Botsford, Constantine & Gardner, Portland, Ore.

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., on Dec. 27 started *Voice of Experience* on a special hookup of 55 stations. The hookup is composed of 22 Mutual, 25 Don Lee and 8 Oklahoma Network stations, Mon. thru Fri., 1:45-2 p. m. Agency: Erwin, Wasey & Co., N. Y.

BORDEN Co., New York (condensed milk), on Jan. 31 starts *Rush Hughes* on 31 NBC-Red stations, Mon. thru Fri., 4:30-4:45 p. m. Agency: Young & Rubicam, N. Y.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strike), on Feb. 5 renews *Your Hit Parade* on 96 CBS stations, Sat., 10-10:45 p.m. Agency: Lord & Thomas, N. Y.

LIGGETT & MYERS Tobacco Co., New York (Chesterfield cigarettes), on Dec. 29 renewed *Chesterfield Presents* with Lawrence Tibbett and Andre Kostelanetz Orchestra on 95 CBS stations, Wed., 9-9:30 p.m. Agency: Newell-Emmett Co. Inc., N. Y.

GENERAL FOODS Corp., New York (Huskies), on Jan. 15 renews *Ripley's Believe It or Not* on 57 NBC-Red stations, Sat., 8-8:30 p.m. (repeat 12-12:30). Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Maxwell House coffee), on Jan. 6 renews *Good News of 1938* on 72 NBC-Red stations, Thurs., 9-10 p.m. Agency: Benton & Bowles, N. Y.

HOUSEHOLD FINANCE Corp., Chicago, on Jan. 4 renews *It Can Be Done*, with Edgar Guest, on 23 NBC-Blue stations, Tues., 8:30-9 p.m. Agency: BBDO, Chicago.

KELLOGG Co., Battle Creek, on Jan. 10 renews *Girl Alone* on 8 NBC-Red stations, Mon. thru Fri., 12-12:15 p.m. Agency: N. W. Ayer & Son, N. Y.

KELLOGG Co., Battle Creek (cereal), on Jan. 3 renews *Kellogg Singing Lady* with Ireene Wicker, on 13 NBC-Blue stations, Mon. thru Thurs., 5:30-5:45 p.m. Agency: N. W. Ayer & Son, N. Y.

PHILLIP MORRIS & Co., New York (cigarettes), on Feb. 1 renews *Philip Morris Program* on 57 NBC-Red stations, Tues., 8-8:30 p.m. (repeat 11:30 p.m.). Agency: Biow Co., N. Y.

STANDARD BRANDS Inc., New York (Fleischmann's Yeast for Bread), on Jan. 2 renews *Bakers' Broadcast* on 60 NBC-Blue stations, Sun., 7:30-8 p.m. Agency: J. Walter Thompson Co., N. Y.

STANDARD BRANDS Inc., New York (Royal gelatin), on Jan. 6 renews *Royal Gelatin Program* on 50 NBC-Red stations, Thurs., 8-9 p.m. Agency: J. Walter Thompson Co., N. Y.

R. J. REYNOLDS TOBACCO Co., New York (Camel, Prince Albert), on Jan. 4 renews *Camel Caravan* on 81 CBS stations, Tues., 9:30-10:30 p. m. Agency: Wm. C. Esty Co., N. Y.

FORD MOTOR Co. (dealers), Detroit, on Jan. 4 renews for 52 weeks *Watch the Fun Go By* on 93 CBS stations, Tues., 9-9:30 p. m. (repeat 12 a. m.). Agency: N. W. Ayer & Son. N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (shaving preparations), on Jan. 12 renews for 52 weeks *Gang Busters*, on 57 CBS stations, Wed., 10-10:30 p. m. Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), on Jan. 3 renews for 52 weeks *Myrt & Marge* on 47 CBS stations, Mon. thru Fri., 10:15-10:30 a. m. (repeat 4 p. m.). Agency: Benton & Bowles, N. Y.

STANDARD BRANDS, New York (Tender Leaf Tea), on Jan. 1 renews for 52 weeks *One Man's Family* dramatic serial, on 6 NBC-Pacific stations, Sun., 9:30-10 p. m. (PST), repeat on 65 NBC-Red stations, Wed., 8-8:30 p. m. (EST). Agency: J. Walter Thompson Co., N. Y.

SOUTHERN California Conference of Seventh Day Adventists, Los Angeles (religious), on Dec. 26 renewed for 49 weeks *The Voice of Prophecy* on 12 Don Lee California stations, Sundays, 9-9:30 a. m. (PST). Agency: Lisle Sheldon, Los Angeles.

UNION OIL Co., Los Angeles, on Jan. 18 renews for 52 weeks dramatic serial *Thrills*, on 10 NBC-Pacific Red stations, Wed., 6:30-7 p. m. (PST). Agency: Lord & Thomas, Hollywood.

H. FENDRICH Co., Evansville, Ind. (La Fenrich cigars), on Dec. 26 renewed *Smoke Dreams* on 19 NBC-Red stations, Sun., 12:30-1 p.m. (CT). Agency: Ruthrauff & Ryan, Chicago.

Network Changes

QUAKER OATS Co., Chicago (Aunt Jemima Pancake flour), on Jan. 3 shifts *Aunt Jemima's Cabin at the Crossroads* on the NBC-Blue from 9:45-10 a. m., Mon. thru Fri. to 10:15-10:30 a. m., Tues. thru Sat., and adds *Margot of Castlewood* Tues. thru Sat. 10-10:15 a. m.

LEVER BROS. Co., Cambridge, Mass. (Lux), on Dec. 27 added 26 Canadian stations to *Lux Radio Theater* on CBS.

GENERAL FOODS Corp., New York (Diamond Crystal Salt), has extended termination date *On Broadway* to April 24, on NBC-Blue.

HUMPHREY'S HOMEOPATHIC MEDICINE Co., New York (proprietaries), on Dec. 26 shifted *Martha & Hal* on 8 Mutual stations from Sun., 11-11:15 p. m. to 11:15-11:30 a. m. Agency: Biow Co., N. Y.

Model K-2

"Has What It Takes"

Astatic's non-directional, dual diaphragm, dual unit microphone K-2, an instrument for studio and public address use where highest efficiency is demanded. List Price $27.50.

ASTATIC MICROPHONE LABORATORY, Inc.
Dept. 0-5 Youngstown, Ohio
Licensed Under Brush Development Co. Patents

ASTATIC

UNIVERSAL VELOCITY MICROPHONE

100% PERFORMANCE
100% APPEARANCE
100% SATISFACTION
OR 100% REFUND
Made in following Impedances.
33 OHMS for Dynamic Mike Lines: 200 OHMS to connect to carbon mike inputs: 500 OHMS for telephone and remote lines: 10,000 OHMS high impedance direct to grid. Not affected by heat, cold or moisture.

Microphone Division
UNIVERSAL MICROPHONE CO., LTD.,
Box 299 Inglewood, Calif., U.S.A.

"The Crystal Specialists Since 1925"

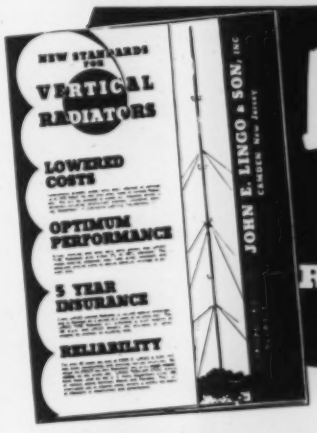
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
NOW $40.00 Each
Two for $75.00 Approved by FCC

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "Better" than .01%.

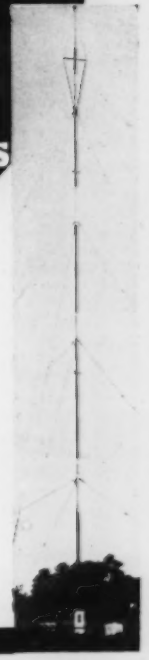
Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

WE'VE PUT IT IN WRITING!

Now Ready - Complete Data on the Sensational



LINGO
VERTICAL TUBULAR STEEL RADIATORS



WRITE FOR FOLDER TODAY!

Now, the antenna you've heard so much about, is described in print. Here is complete data and cost statistics on the sensational Lingo Vertical Tube Radiator that is setting a new *high for efficiency . . .* and a new *low for cost!* If you haven't already received your copy of this informative folder, address your request to

JOHN E. LINGO & Son, Inc.
CAMDEN, New Jersey
Manufacturers and Erectors of
Vertical Tubular Steel Radiators

Merchandising & Promotion

Dealer's Choice—Kool Records—Mythical Paper—Free Fiddles—Gotham Data—Welcome

ATLAS RADIO Corp. has released an elaborate folio of promotional aids for its *Ports of Call* series. The press book contains merchandising aids such as stamp premiums tieing-in with countries covered by the program; a world atlas and a stamp atlas.

Publicity material includes advance stories, data, picture mats and other aids for publicity in printed media. Exploitation suggestions to arouse interest of civic, social and other organizations are detailed. Advertisements for use in newspapers come in all sizes. Accessories include photographs, throwaways, heralds, envelope stuffers, window cards, photographs, blotters, bookmarks, gum stamps for envelopes, a balloon and a novelty sailor hat.

* * *

Dealers Choice

WBBM, Chicago, has incorporated the material gathered in a recent food dealer survey in Chicago (BROADCASTING, Nov. 15) and published it in brochure form entitled *Dealer's Choice Is No Gamble in Chicago*. Dealer's answers to the following questions are in the brochure: (1) What medium of advertising do you prefer for assistance in moving your merchandise? (2) Have you a radio in your store? (3) What brands move the fastest in their particular classification? The brochure was prepared by Wayde Grinstead, sales promotion manager of WBBM under the direction of Harry Mason Smith, commercial manager of the station.

* * *

In Cellophane

KFI-KECA, Los Angeles, sales department, has installed a new visible board system arranged by quarter-hours and showing types of programs. The new index, cellophane wrapped, is mounted on a metal rack equipped with roller bearings. It is movable and takes up considerably less space than a small-sized desk. The former system occupied one side of the wall with twin space for the two stations arranged by days and quarter-hours.

* * *

Record Tie-in

VICTROLA records are exchanged for coupons from packages of Kool cigarettes as the result of a promotional tiein announced recently by Brown & Williamson Tobacco Corp., Louisville, sponsor of the weekly Tommy Dorsey show on NBC-Blue network. By arrangements with RCA-Victor Recording Co. one of Tommy's records is exchanged for 75 coupons.

* * *

Under the Ground

WHN, New York, is promoting its program features by car card advertising in both surface and subway cars. The cards are printed in black and white and call attention to featured artists and program schedules.

* * *

WGBI's Insignia

MEMBERS of the staff of WGBI, Scranton, are wearing chromium lapel insignia bearing the call letters.

A Mythical Paper

WLS, Chicago, received more than 14,000 entries for a contest held to name a mythical newspaper published by Pat and Henry on their program broadcast every day except Sunday at 6:45 in the morning. Announcements were made on the show for two weeks with a $25 reward going to the winner and 25 *National Barn Dance* tickets and 25 *WLS Family Albums* as other prizes. Winning entry for the paper which had been known as the *Haleyville Question Mark* was the Haleyville Hornet, with the slogan "You Get the Point—We Get the Action." Program stars Pat Buttram and Merle Housh.

* * *

Telepathic Booklets

ZENITH RADIO Corp., Chicago, sponsor of the *Zenith Telepathy* program on CBS, is giving booklets authored by Arthur Van Vlissingen entitled *Exploring Little Known Mental Powers*. A foreword by Edgar G. Herrmann, advertising manager, explains the purpose of the telepathy program. J. Walter Thompson Co., Chicago, handles radio advertising for Zenith, Chicago.

* * *

Christmas Cookies

MORE than 2,000 letters were received by the Salerno-Megowan Biscuit Co., Chicago, after the recent initial broadcast of its program, the *Spelling Bee*, on WMAQ. Listeners were merely requested to submit a question and answer and if it was used on the broadcast the writer received a special Christmas assortment of Salerno cookies.

* * *

Promoting Texas

STATION breaks on KFRO, Longview, Tex., emphasize and promote its advertising possibilities and a regular Sunday evening program is aired to remind prospective sponsors of the value of radio advertising. Among the breaks are "This is KFRO, the shopping center of East Texas" and "This is KFRO, covering the rich East Texas area as no other single medium can."

* * *

Display for Shell

WIP, Philadelphia, is extensively merchandising the *Shell's Curiosity Court* series sponsored by Shell Union Oil Corp., weekly half-hour. Newspaper display ads, truck banners, Shell house organ display letters and service station boards are used.

* * *

Anniversary Booklet

KDKA, Pittsburgh, has published a booklet titled "KDKA and Seventeen Years of Broadcasting," a historical treatise issued in connection with its 17th anniversary. Coverage, market data and programming are succinctly reviewed.

* * *

Brochures by Devine

J. J. DEVINE & ASSOCIATES, Chicago, has issued colored brochures for many of the stations it represents. Four of the latest are on WCMI, Ashland, Ky.; WATL, Atlanta; WAIM, Anderson, S. C.; and WGPC, Albany, Ga.

Violin Contest

FOUR violins made by Tony Wons, radio philosopher on CBS, will be given away in a contest under auspices of the National Federation of Music Clubs. Auditions for child violinists under 16 are being held in 20 cities throughout the country and the finals of the contest will be held in New York. Recordings of the district winners will be judged Feb. 25 and the finals soon after that date. Vick Chemical Co., New York, is sponsor, placing through Morse International Inc.

* * *

Canadian Salutes

IMPERIAL TOBACCO Co., Toronto, on its CBC series called *Canada 1937* is saluting a different Canadian city each week. Walter Bowles, roving reporter, conducts interviews with old timers and gives the historical highlights of the city's background. Increased sales in cities saluted follow the broadcasts, according to Weed & Co., New York representative.

* * *

Weekly Paper

WEEKLY news and program sheet is published by WDZ, Tuscola, Ill., and is distributed to 10,000 persons through an advertiser whose ad appears on the back of the sheet. Published each Friday the paper is called "WDZ-ER".

* * *

KIDO Column

WEEKLY COLUMN in the local paper is written by a member of KIDO, Boise, Id., and is called "Thru the Kiddo Keyhole." Throughout the comments on KIDO's programs and staff activities, national and local sponsors are plugged.

* * *

Free Cards for 27,801

WHEN Chicago Motor Club offered a pack of cards on only one of its *On to Adventure* programs on WBBM, that city, 27,801 replies were received within the 24-hour time limit. McJunkin Adv. Co., Chicago, is agency.

* * *

WIBW Novelty

WIBW, Topeka, took five spots, each 8⅝ inches in diameter and printed on both sides in blue and brown to produce a novel plastic-bound booklet.

* * *

About Gotham

DATA on the New York market and sketches of client success stories are reviewed by Glicksman Adv. Agency, New York, in a booklet titled *The Metropolitan Angle*.

* * *

WJSV Cited by Union

WJSV, Washington, was presented with a scroll by the Washington Union Label League for service to the ranks of labor and the community.

Constant Audience

A PROMOTION effort to keep its audience as constant at daytime as at night includes a regular schedule of newspaper advertising during 1938 by WTMJ, Milwaukee.

The advertising will promote specific daytime shows over periods of a week to ten days, but during the entire year's campaign all features will receive ample advertising. All will be treated indiscriminately, commercial or sustaining.

The advertising will be carried daily, with "radio page requested," beginning Jan. 2.

* * *

WSNJ Promotion Sheet

WSNJ, Bridgeton, N. J., has started *WSNJ Radio Press* which made its initial appearance recently. First sheet was about 7 x 10 and contained advertisements from seven of those using WSNJ airwaves, also a complete program listing for the week, and some news concerning programs on the air. The latest edition contains about twice the space of original sheet and has 38 advertisers, along with the listings and news. Circulation has jumped from 2,000 to 7,500. It is published weekly.

* * *

Dials of Smiles

RESPONDING to a $10 prize for a program title, Listener Bob Rich of Madison, Wis., won the contest broadcast on WOAI, San Antonio, Tex., with the title *Dial a Smile*. According to Lew Valentine, WOAI announcer on the early morning variety show, more than 1,000 program titles were submitted by listeners.

* * *

Sponsor Salute

LOCAL sponsors are given extra publicity on KIDO, Boise, Id., during its *Sunday Salute*, a half-hour variety show during which success stories and sponsor showmanship are described. Details of the sponsors' rise in business and historical background give the program listener appeal, says KIDO.

* * *

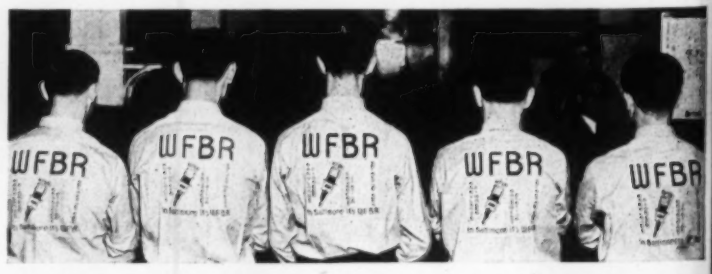
Newcomers Welcome

EVERY FAMILY moving to Dayton, O., receives a letter from WHIO asking them to join its listeners and enclosing a guest card personally signed by the manager inviting them to visit WHIO's studios. Approximately 30 letters are mailed daily.

* * *

Nebriowa

WOW, Omaha, has released a listener survey brochure indicating coverage in Nebraska and Iowa. Done in orange and blue, the attractive folder lists the mail returns from various cities and towns in this area, which, according to the brochure, is "Nebriowa."



BOWLERS—Bowling plays a prominent part in the promotion activity of WFBR, Baltimore. The above team, composed of big-time players, is sponsored by the station and pulls large crowds to matches. Baltimore is a hot bowling town. The station has a thrice weekly program titled *Bowling Briefs*, and in addition offers bowling instruction. In a few weeks the enrollment had reached 800, with hundreds waiting.

★

HEADACHES and HEARTACHES

ALL the headaches of planning a radio campaign are over . . . everyone agrees it will be "tops" . . . the salesmen go out with renewed enthusiasm.

Then come the heartaches! They find the dealer indifferent . . . he has seen charts and broadsides of four or five advertising campaigns that week . . . he is somewhat confused.

But when he is told the campaign is on WLW, his enthusiasm is aroused . . . he knows from repeated experience the selling impact of

WLW—THE NATION'S STATION

CINCINNATI

NEW RCA FIELD AMPLIFIER!

OP-5

Brings you the features you want for field broadcasting!

Specifications of RCA Field Amplifier OP-5...Input Impedance—50 or 250 ohms, as ordered...Four inputs. Output Impedance—500 ohms...Gain—90 db...Power Supply—Standard dry batteries...Dimensions—11¾" high, 18¼" long, 9½" deep...Weight—about 36 lbs. with batteries...Tubes—4 RCA 1609.

- Very small—weighs about 36 lbs.
- Offers "studio quality" transmission
- Has 4 microphone mixers
- Has new low microphonic pentode tubes
- Entirely self-contained, dry battery operated

Just what you've needed for field broadcasting! That's the new RCA OP-5! Is a new single unit field amplifier which weighs about 36 lbs. complete with batteries. Its very small size makes it easy to carry into all sorts of places. Ready for instant use at the flick of a switch.

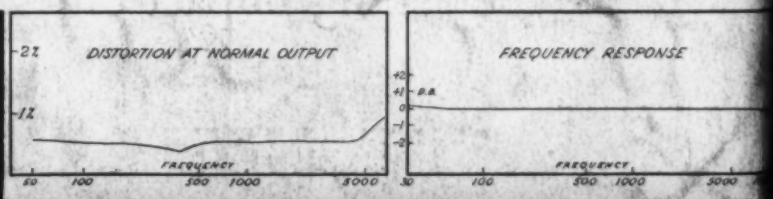
This useful amplifier has fidelity characteristics exceeding the requirements for studio amplifiers! You can broadcast a baseball game or a symphony concert with it. Its frequency response is uniform within plus or minus 1 db (30-10,000 cycles), distortion below 1%, from 50-7,000 cycles. Noise level below –58 db. No wonder outside pickups sound better with the OP-5!

And the OP-5 has the best of everything. Four ladder-type variable pad mixers. A potentiometer master gain control of rugged noiseless construction, using switch points and high quality fixed resistors. An illuminated volume indicator meter with separate battery for the lamp. And these are only a few of its many features! Some of the others are listed in the box below. Look them over. They'll show you that it will pay you to own an OP-5—the unit that will solve your field broadcasting problems. For full details write to the nearest district office.

The RCA 1609 tubes used in the OP-5 are designed for a special purpose. There is an RCA tube for every purpose in broadcasting.

NOTE THESE MANY FEATURES!

In addition to the features described in text above, the OP-5 also offers emergency and regular output line switching . . . provision for reading battery voltages and plate currents with the V.I. meter...simple circuit...specially shielded input and output transformers for stray pickup reduction...four Cannon-type microphone receptacles mounted in rear. The OP-5 is a three stage, resistance coupled amplifier with feed back. Its tubes are accessible through a door in the front panel. The chassis panel and cabinet (finished in gray wrinkle) are made of light, strong aluminum alloy.



RCA Broadcast Equipment

RCA MANUFACTURING COMPANY, INC., CAMDEN, NEW JERSEY
A SERVICE OF THE RADIO CORPORATION OF AMERICA

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